

Plain Talks

GULF STATES UTILITIES COMPANY

FEBRUARY, 1966



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Help Sell Gulf States In '66

ECONOMISTS PREDICT that 1966 will be a record sales year. This means that competition for the consumer's dollar will be terrific.

The size of Gulf States' share in that dollar will depend not only on the power it sells to industry and for the home but, equally important, upon the service we provide along with our product.

Some of us build lines, some help produce energy, some work in various branches of engineering or bookkeeping, while the Sales Department sells everything from house power to publicity. All of us share the responsibility of selling Gulf States service.

Employees, their wives and families can all be salesmen for the Company—an untapped sales force, if you will. By example and persuasion we can stimulate the urge to buy our product, and turn in prospects to the Sales Department.

Let us all put our shoulders to the sales wheel this year and, along with the sales personnel, help sell Gulf States as an organization whose members are enthusiastic, who have the idea that this is a good company—to work for and to buy from—a company which backs up its sales with service. Whatever height their goal may reach, we pledge to the Sales Department that we will build under it the only lasting foundation: Good, solid service.


President

OUR COVER

OUR LINE CREWS are called upon to do a variety of jobs during the year. So it was with no exception that the crews of two Jennings, Louisiana, line trucks found themselves drafted into fire-fighting service after being called to cut electric service at a fire which gutted the Veterans of Foreign Wars home and two commercial establishments in downtown Jennings last month. The linemen joined five units of the Jennings Fire Department in battling the blaze. The units, equipped with bucket booms, were used to haul Wilfred L. Broussard, lineman first class, in bucket at left, and Joseph Faulk, lineman first class, in bucket at right, above the utility lines where they sprayed water into the gutted structure. They were assisted on the ground by Leon Lavergne, helper, left, and O. J. LeBlanc, utility foreman. The crews were under the supervision of H. E. Johnson, general line foreman.

(photo courtesy of the Lake Charles, Louisiana, American Press.)

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Member of Southeast Texas
Industrial Editors and Inter-
national Council of Indus-
trial Editors.

Directors Announce Sale of \$20 Million In First Mortgage Bonds; Braswell Named Assistant Treasurer



Jim Braswell

AT ITS FIRST MEETING of 1966, January 18, our board of directors approved the sale of \$20 million of first mortgage bonds and announced the promotion of James L. Braswell of Beaumont to assistant treasurer.

The bonds were sold at competitive bidding in New York City and the proceeds will be used to pay off \$14.8 million of short-term notes which were issued in 1965 to provide part of the funds for our Company's construction program. Our 1965 construction program totaled approximately \$48.5 million.

The balance of the proceeds are being used to carry forward our 1966 expansion program and for general corporate purposes. This is the first public financing our Company has done since October, 1963.

Five groups representing 160 investment banking houses, with offices located in practically every state in the nation, submitted sealed written bids for the bonds. The \$20 million issue was awarded to Solomon Brothers & Hutzler and Eastman Dillion, Union Securities & Co., financiers, New York City, who headed one of the nation-wide groups of underwriters.

Chairman Morrison said, "Subject to clearance with the Federal Securities and Exchange Commission and approval by the Federal Power Commission, the new bonds will be offered to the public at 101.25 per cent to yield 4.91 per cent."

Mr. Braswell, a native of Jasper, has been general accountant for the Treasury Department since March, 1964.

He joined our Company at Beaumont in 1938 in Customers Accounting while a student at Lamar Junior College. He later became a full time employee in the same department and, after three years in the military service, returned to the Accounting Department as a voucher clerk.

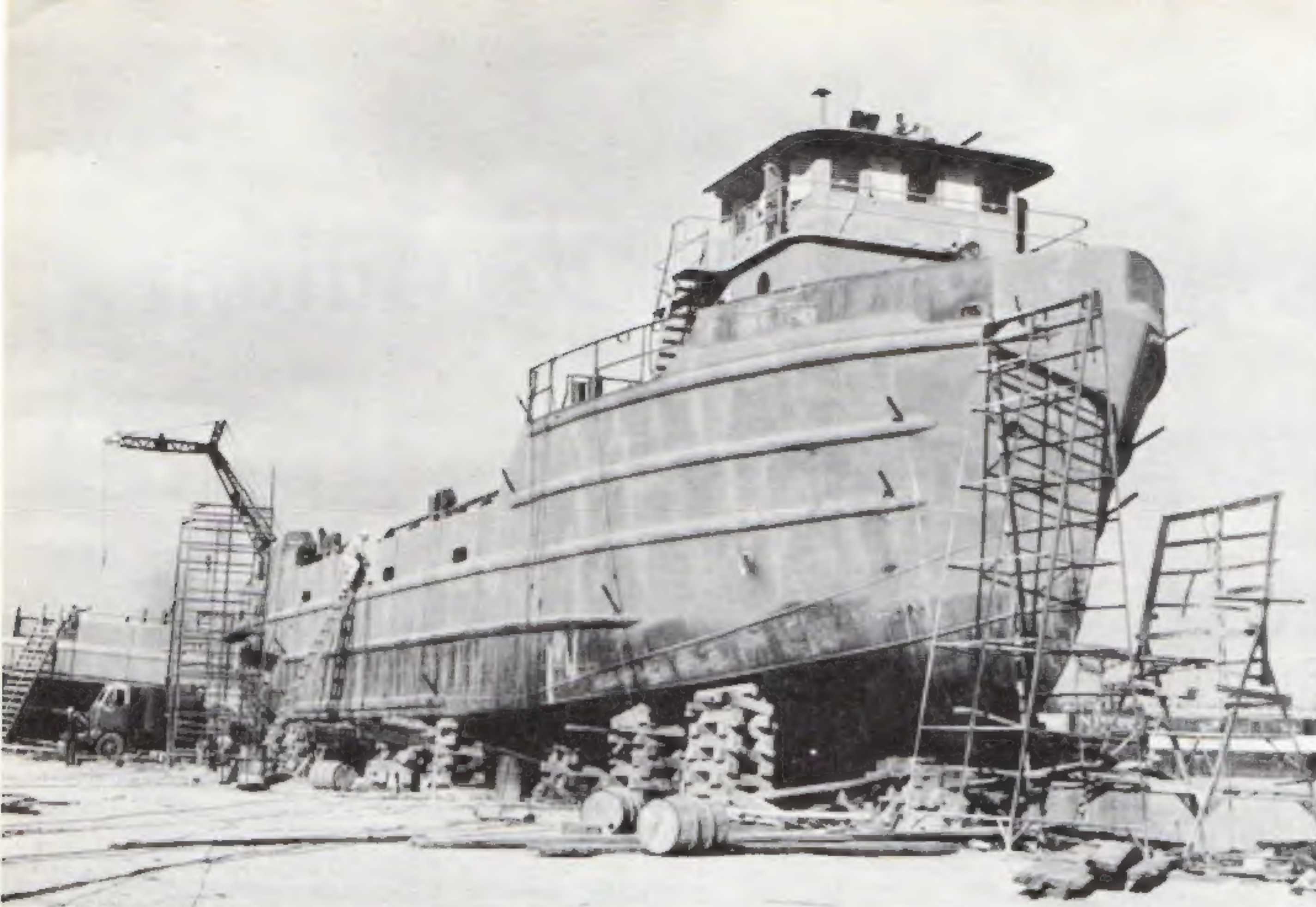
He progressed to accountant and was promoted to supervisor of customers accounts in 1950. He was named assistant general accountant in 1956.

Mr. Braswell is married to the former Neva Lee Howell of Newton and they have three children, Mrs. P. J. Pampolina of Houston, Mrs. J. L. Randall of Beaumont and Linda, a student at MacArthur Junior High School. The Braswells are members of the South Park Baptist Church.

He is a member of the Beaumont Chamber of Commerce, YMBL and the YMBL Keymen Club. He is a former member of the YMBL board of directors and a former member of the South Texas State Fair board of directors.

Directors present at the meeting, presided over by Chairman Morrison, were Roy S. Nelson, Lewis M. Welch and Eldon A. Werner of Beaumont; Munger T. Ball of Port Arthur; Floyd R. Smith and Richard O. Wheeler of Baton Rouge; and Henry C. LeVois and Harrell R. Smith of Lake Charles. Messers Nelson and Ball are advisory directors.

President Richard, General Counsel B. D. Orgain, both directors, together with J. M. Stokes, secretary, were absent because they were in New York City meeting with prospective bidders.



INDUSTRIAL ACTIVITY HIGH. Shipyards are big business around Jennings as this picture of the Zigler Company yards attests. The firm, which has an annual payroll exceeding \$1 million, employs over 100 workers. A new shipyard owned by Smaihall-Bowman Associates has begun operations and already has over 100 workers on its payrolls.

Jennings, Louisiana, the City That Won't Stand Still

A WISE MAN once said, "If people did no more than they had to, life would come to a standstill tomorrow."

Maybe such a lack of enthusiasm could be a big reason for the growing number leaving small towns and communities in favor of metropolitan areas. A town at a standstill offers little opportunity.

By contrast, there's Jennings, Louisiana, where progress, enthusiasm and pride abound and a mushrooming populace is dedicated to stemming the rush toward the big cities. Things are happening in this picturesque, bayou city where the romantic vision of another era lingers.

Amidst the huge moss draped trees and tranquil bayous one can see a vibrant, soaring economy replete with new business and fresh industry. It's a pleasant mixture of the old and new—so typical of the new face of Louisiana.

And, to use a tired old expression, it all came about through community teamwork. Standing as mute evidence of the city's unity are the modern, 54-room Zigler Hotel; the up-to-date

99-bed American Legion Hospital; the zealous Jennings Association of Commerce; and a new industry that created over 100 jobs in 1965.

When no major hotel or motel chain showed interest in building a large facility in Jennings in the early 1950's, citizens put together a community-subscription fund raising drive to build their own "Little Shamrock"—the Zigler Hotel in the heart of downtown Jennings. The campaign was so unique and successful that the Wall Street Journal carried a full-length article on it. Today, the hotel is owned by over 700 local and area shareholders.

The same community spirit gave Jennings one of the finest small-city hospitals in the state. The old hospital came on hard times and, faced with prospects of having to shut the doors, residents banded together under the leadership of the local American Legion post and bought the facilities. Today, the American Legion Hospital and its staff of physicians make Jennings the medical center of a wide section of Southwest Louisiana.

Retail sales are the highest ever in Jennings and much of the credit goes to merchants and their busy Association of Commerce, headed by president Charles Mack, Jr., manager of the Jennings Federal Savings and Loan, and full-time manager Gorden Copeland. "Our merchants go out of their way to keep shoppers in Jen-



TEAM AT WORK. It isn't unusual to see our Company's Jennings District superintendent, Brad McMaster, standing, working with city officials. He's meeting here with Mayor John L. Conner, center, and Commissioners Robert L. Reich, left, and Charles S. Stockwell. Mr. Reich is commissioner of finance and Mr. Stockwell is commissioner of streets and parks.

nings," said Mr. Copeland. "Their cooperation on city-wide promotions is incredible. They're enthusiastic and it's nothing for us to have as many as 60 or 70 businesses participating in special promotions to generate more retail sales. That's a lot better than cities twice and three times as large as Jennings can do."

As a result, Mr. Copeland, pointed out, retail sales surpassed the city's effective buying power in 1964 for the first time in history. And it was 15.9 per cent higher than that per month in 1965. Jennings is the heart of a three-parish shopping market encompassing almost 40,000 and boasting over \$50,000,000 buying income.

Oil and rice are, of course, the biggest factors in Jennings' sound economy. Louisiana's oil history began here in 1901 when the first oil well was "brought in" and today there are 28 producing fields in the parish. Oil and gas operations account for nearly \$200,000 in severance taxes annually for the parish.

Rice fields are everywhere and it adds up to a whopping \$17 million business annually in Jefferson Davis Parish. Cattle is also big business in the parish, putting some \$2.5 million into the economy each year. Farmers have turned to growing soybeans in recent years and it's catching on throughout the countryside in Southwest Louisiana. Some 1,500 acres of soybeans were planted in Jefferson Davis Parish in 1963, 6,000 acres were put out in 1964 and the figure ballooned to 35,000 acres in 1965. Leaders feel that soybeans represent a breakthrough in developing another major crop.

Industrial development hasn't gone unnoticed in Jennings' post-war march toward becoming one of Louisiana's key small cities. Business leaders, working through the Association of Commerce and its Industrial Committee, are always searching for new leads in creating more payroll by luring new industry and encouraging present firms to expand.

The city, boasting nearly 13,000 population, has recorded 26 new or

(Continued on next page.)



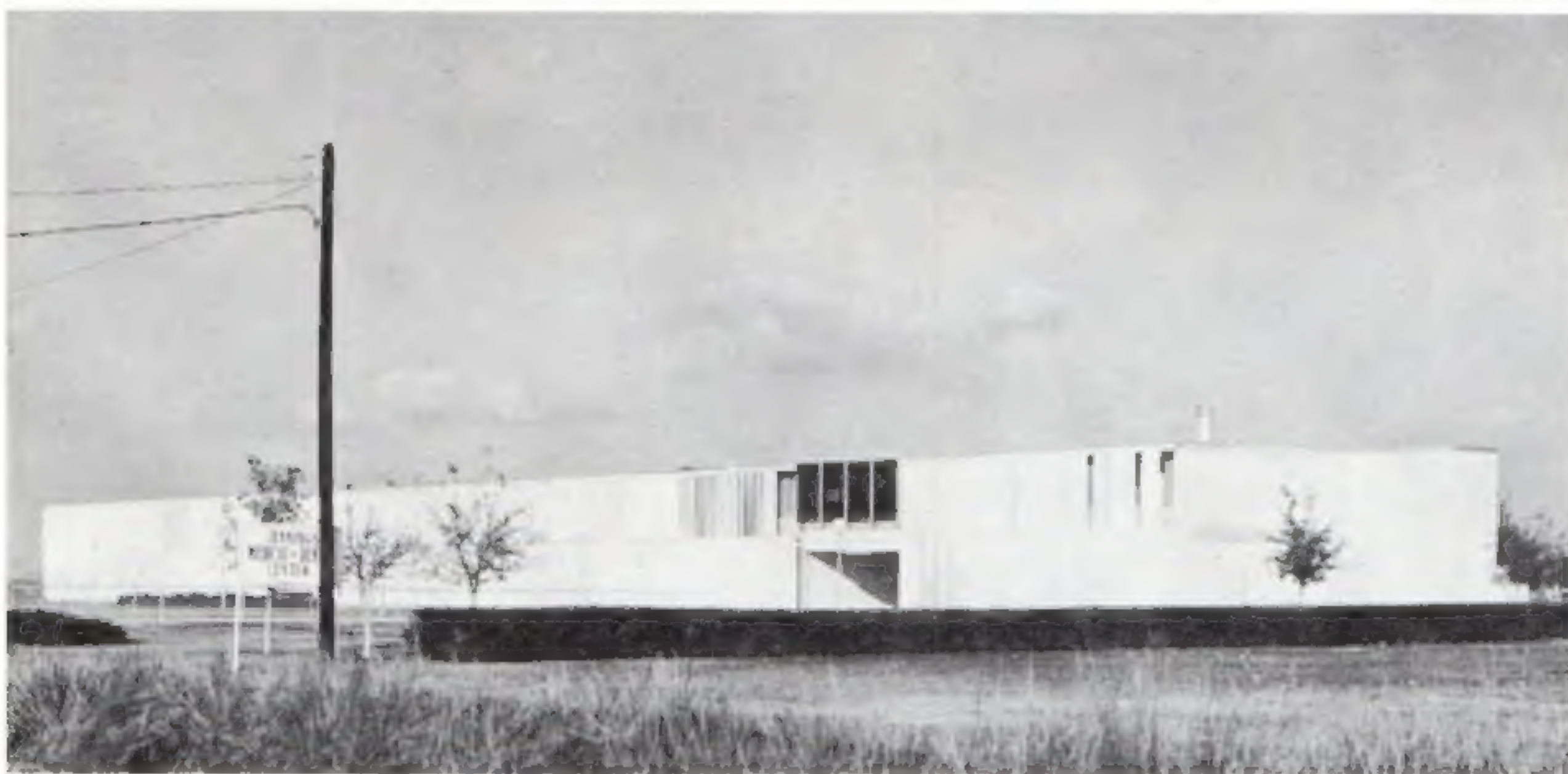
GOVERNMENTAL HEADQUARTERS. That's the story of Jennings' modern City Hall, which houses all city offices along with the fire and police departments. The City of Jennings has nearly 50 employees.



TOURIST ATTRACTION. One of Jennings' most popular tourist spots is this replica of the first oil well rig brought in Louisiana. Located in City Park, the rig stands beside the Acadian Handicrafts Museum.



PICTURESQUE SETTING. Jennings' residential section never fails to catch the eye of visitors. Towering oaks, paved streets and gutters, magnificent homes and well-kept lawns have become the city's trademark.



MEDICAL CENTER. Thanks to the modern, 99-bed American Legion Hospital, another community-owned project, Jennings has become the medical center of a sizeable part of Southwest Louisiana.



FIRST-CLASS SCHOOLS. Jennings High School is typical of the city's many fine schools. Jennings also has an up-to-date public library that is supported by a two-mill tax and the general fund—established in 1907.

(Continued from page 3)

rennovated commercial buildings since 1963. And 145 new jobs were created in Jennings during 1965. The past year's industrial activity was highlighted by the opening of Smailhall-Bowman Associates shipyard on the Mermentau River and expansions at the G. B. Zigler Company shipyard and Davidson Sash and Door Company. More industrial activity seems just around the corner since a major company purchased a sizeable tract on the Mermentau during 1965.

Industry is finding Jennings more attractive by the day and one of the biggest reasons is excellent transportation. Located 42 aerial miles from the Gulf of Mexico, the city is situated alongside Interstate Highway 10 linking it with Florida and Texas. U. S. Highway 90 and Louisiana Highway 26 also cross in Jennings. The city is served by three motor freight lines, one railroad line and barge shipments from the Intracoastal Canal up the Mermentau River. Greyhound Bus Lines operate here and the city has an airport with a 3,200-foot downwind runway and 2,000-foot crosswind runway—both hard-surfaced.

Transportation will become even better when work is completed on straightening out and widening the Mermentau River along the 36-mile route from Jennings to the Intracoastal Canal and on raising the 26-foot high bridge at Lake Arthur to 55 feet. When the fixed-span bridge is rebuilt, tugs of considerable size can pass under it and bring cargo all the way up to Jennings.

Even with smaller tug traffic, activity has been picking up by the year along the Mermentau River. Over 3.2 million tons of commodities are shipped in and out of Jennings today by barge.

A far-sighted city government, headed by Mayor John L. Conner and Commissioners Charles S. Stockwell and Robert L. Reich, is doing its part in making Jennings attractive to all comers. Under Mayor Conner's administration—and that dates all the way back to 1945—the city has seen extensive street paving (56 of 60 miles of city streets are now paved); mas-

sive water and sewer extensions; construction of two swimming pools; remodeling of the library; adoption of building codes and zoning ordinances; installation of parking meters; expansion of police facilities; purchase of more fire fighting equipment; and adoption of a uniform subdivision ordinance to regulate the orderly growth of numerous residential and commercial additions to the city.

The mayor and commissioners worked hard in getting the approval of a new \$735,000 bond issue for more sewer improvements last summer. To be matched with \$233,000 from the Federal Government, the total amounts to a whopping \$968,000 to be spent for a new disposal plant and sewage extensions. When the plant is completed, the city will stop depositing raw sewage into the Bayou Nezpique and Mermentau River—thereby ending a serious water pollution problem for sportsmen and the farmers who depend on irrigation.

Further showing Jennings' civic pride and teamwork, voters passed the bond issue on a count of 534 for and 13 against.

Such community pride and spirit don't go unnoticed when industrialists hit town to study plant possibilities. An aggressive populace bent on progress catches the eye of firms looking for new locations. Jennings, winner of the statewide "Cleanest City" contest three times, also has a batch of physical assets that would prove appealing to top management carefully selecting a home for its employees.

Jennings boasts a first-rate school system, excellent recreation facilities, fine churches, abundant utilities, a favorable tax structure, a good year-around climate ideal for industry, a bountiful water supply, a sound labor situation, superb central location and—as important as the aforementioned—the genuine desire of business and civic leaders to cooperate in every way possible toward making Jennings a better place to call home.

Local leaders see nothing but "green lights" ahead for their city, and they have good reasons.



UP-TO-DATE SHOPPING CENTER. The Zigler Shopping Village is one of two smart shopping centers that lend a "big city" touch to Jennings. The other is the Piggly Wiggly Shopping Center.



CATTLE BUSINESS THRIVES. Almost in the shadows of the city is one of Southwest Louisiana's finest concentrations of cattle. Jennings' economy is based on a healthy mixture of cattle, rice and oil.

RICE, BIG BUSINESS. Rice growing amounts to a whopping \$17 million business in Jefferson Davis Parish. Jennings is nestled in the middle of the nation's lushest rice-growing region.





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POLITICS

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DO YOU THINK of yourself as a good citizen?

Do you think you fulfilled your good citizenship obligations back in 1964 when you pulled a switch on the voting machine or marked a ballot?

If, so, you're wrong!

Too often we feel that "we elected the man for the job—let him handle it."

Actually the men and women elected are not the real decision makers. The real decision makers are every eligible voter. At least we can and should be.

Good government in a democracy is based on laws made "of, by and for the people" and one of the highest privileges a citizen has is his right to make his voice heard by writing his congressman or representative.

Elected representatives of the people need and want to know what the people think. And, more often than not, congressmen are profoundly influenced by their mail; many times it determines how they will vote on a vital issue.

The late Speaker of the House, Representative Sam Rayburn of Texas, once offered this advice: "It is through a congressman's mail that he keeps informed on what his people are thinking and what they want him to do.

"The representative is the voice of his people in national affairs. He can't be the voice unless he knows what they are thinking. If he doesn't think as they do, he won't be in Congress long."

In order for you to actively participate in the law making of the country the following tips are offered to help you get started in writing that important letter. Perhaps the man you voted for wasn't elected, but the man who won still needs to know what you think. Tell him!

Fundamentals in the art of writing a congressman or representative are listed below:

*Address him correctly, using the accepted form (see examples in box).

*Make your letter express your own self. If you are joining others in writing on a certain subject, use your own words. Don't let anyone else write your letter.

*Be brief and to the point. State your reasons for being for or against a bill as briefly as possible in the first paragraph. To do this you need a knowledge of the bill and what it will do. Tell him clearly what you want him to do or how you want him to vote.

*In the second paragraph, if you are not a personal friend of the congressman, identify yourself: who you are, your business connections, your reasons for being interested in the question, and whether you have any relatives in politics.

*Letters are generally more effective than telegrams except where time and distance make a wire imperative.

*Use a bit of flattery. Congressmen are only human and you may be surprised at the results.

*If a congressman votes the way you wish, or does you a favor, write him a "thank you" note. Congressmen are often criticized for the way they vote, they seldom receive praise.

*Don't apologize for writing and taking his time; it is his job to give you the time.

*Don't begin with "as a citizen and taxpayer."

He assumes that you aren't an alien and he knows you pay taxes.

*Don't say "I hope this gets by your secretary"; the secretary always reads the mail first, unless it is marked "personal", and you are implying that the congressman doesn't know how to run his office.

*Just because you disagree politically with your congressman don't ignore him and write to one from another district about something that pertains to your own community; congressional courtesy calls for the recipient of the letter to deliver it to the congressman of the district involved. Receiving it second-hand will not help your cause.

*If you write the two senators from your state, don't send the representative a carbon of the letter—write him also. It is the courteous thing to do.

*When a bill which you are interested in is pending in the House, write your representative; don't write the senator until the bill has passed the House and reached the Senate.

*Never threaten a congressman by saying, "I'll never vote for you if you don't do such and such"; he will probably tell you that he doesn't want that kind of vote.

Remember it is the straight-forward letter carrying the appeal of earnestness that commands the interest and respect of your senators and representatives.

A congressman never tires of hearing from constituents who have something to contribute to the welfare of the Nation. He knows that you write from the heart, and that he is your voice in Washington. In America each individual is as important as the next when laws are written concerning them. (See next page for names of senators and congressmen from our service area.)

HOW TO ADDRESS OFFICIALS

____ Street
Your Town
The Date

Dear Senator _____

(Here follows the body of the letter.)

Yours very truly,

Honorable _____
United States Senate
Senate Office Building
Washington, D. C. 20510

____ Street
Your Town
The Date

Dear Representative _____

(Here follows the body of the letter.)

Yours very truly,

Honorable _____
House of Representatives
House Office Building
Washington, D. C. 20515

★★★ ★★★ ★★★ ★★★ ★★★ ★★★ ★★★

MEMBERS OF CONGRESS

★★★ ★★★ ★★★ ★★★ ★★★ ★★★ ★★★

Louisiana

Senators

U. S. Senator Allen J. Ellender
Senate Office Building
Washington, D. C. 20510
U. S. Senator Russell B. Long
Senate Office Building
Washington, D. C. 20510

Representatives

U. S. Representative Edwin E. Willis
House Office Building
Washington, D. C. 20515
U. S. Representative James H. Morrison
House Office Building
Washington, D. C. 20515
U. S. Representative Joe D. Waggoner, Jr.
House Office Building
Washington, D. C. 20515
U. S. Representative Hale Boggs
House Office Building
Washington, D. C. 20515
U. S. Representative Otto E. Passman
House Office Building
Washington, D. C. 20515
U. S. Representative F. Edward Hebert
House Office Building
Washington, D. C. 20515
U. S. Representative Speedy O. Long
House Office Building
Washington, D. C. 20515

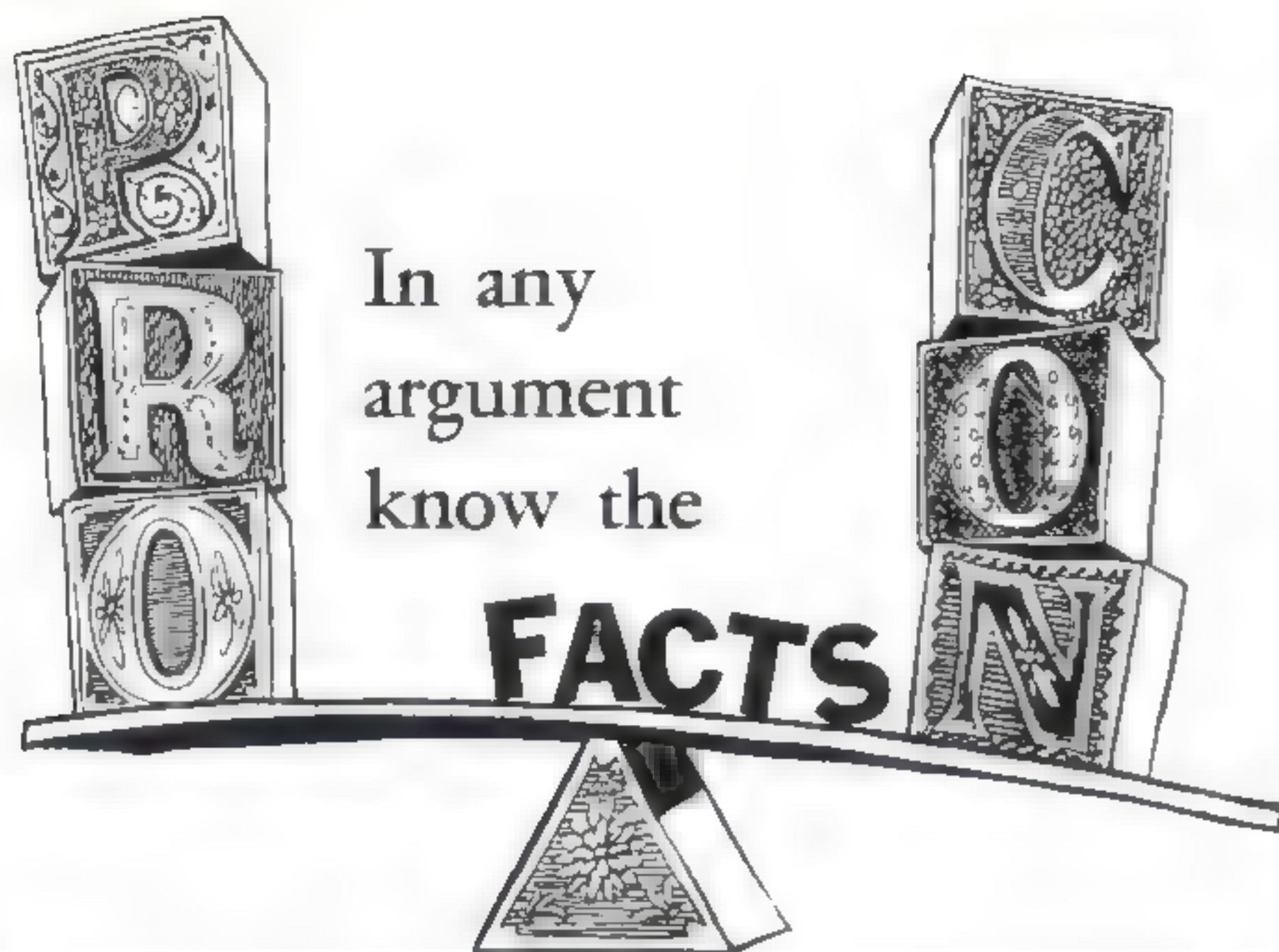
Texas

Senators

U. S. Senator Ralph W. Yarborough
Senate Office Building
Washington, D. C. 20510
U. S. Senator John G. Tower
Senate Office Building
Washington, D. C. 20510

Representatives

U. S. Representative Jack Brooks
House Office Building
Washington, D. C. 20515
U. S. Representative Olin E. Teague
House Office Building
Washington, D. C. 20515
U. S. Representative John Dowdy
House Office Building
Washington, D. C. 20515
U. S. Representative Clark W. Thompson
House Office Building
Washington, D. C. 20515
U. S. Representative J. J. Pickle
House Office Building
Washington, D. C. 20515
U. S. Representative Joe R. Pool
House Office Building
Washington, D. C. 20515



In any
argument
know the

FACTS

Things We Know That Are Not So About the G&T Loans

SINCE THE SUPER CO-OP G&T controversy began back in 1962, the co-ops have repeatedly distorted the facts in their discussions of the case. Here are some random samples, and the truth, for you to discuss with your elected representatives, friends and neighbors.

The super co-op says: "Less than two per cent of the rural homes and farms in Louisiana had electricity when desperate rural citizens organized member-owned Electric Cooperatives for self-service at cost."

The facts: Long before the Washington REA program was started, the investor-owned companies began extending electric service to Louisiana farms and rural citizens. The investor-owned companies have always demonstrated interest in providing electricity to the farm as well as city homes. Because of this interest the investor-owned companies today serve two-thirds of the rural families in the state.

The super co-op says: "Operating under State laws—not Federal . . . The Cooperatives are governed by Boards of Directors elected yearly by the member-owners. The Co-ops have only one obligation to the Federal government, to repay the REA loan for service facilities with interest . . . about like FHA-financed home-owners."

The facts: Contrary to the super co-op's claim, the Washington REA controls the co-op directly through their two per cent loan contracts and mortgage which bind them to numerous obligations. For example, a co-op board of directors may not sell, lease, transfer, or make any agreement therefor

without the Federal Government's consent in writing (Art. 1, Sec. 5). The directors may not at any time employ any manager, superintendent, chief operator, engineer or other person in active charge of any facilities without the consent of the Federal Government (Art. 1, Sec. 18).

Despite the super co-op's repeated claims, REA loans *are not* like FHA loans. FHA stipulates the interest rate for a home loan—presently about 5¾ per cent interest, while REA would actually loan the super co-op \$56.5 million at two per cent interest. The taxpayers will have to make up the loss of about two per cent interest over the 35-year period. FHA loans do not require the taxpayers to *subsidize* the interest cost as in the case of REA loans.

The super co-op says: "The same four power companies which would not or could not, serve rural Louisiana citizens enjoy a 10 per cent monopoly of wholesale power sales. After the Co-ops built up the rural areas, the companies launched schemes to raise wholesale rates and began to invade the more lucrative areas developed by the Cooperatives."

The facts: Louisiana investor-owned electric companies brought electricity to rural Louisiana citizens long before the first co-op was formed. Then these companies made power available to the co-ops for distribution to their customers at wholesale rates which are among the very lowest in the nation, and which are approved by the Louisiana Public Service Commission and the Federal Power Commission. With the investor-owned companies serving two-thirds of the rural citizens of Louisiana today, these companies are continuing their responsibility by extending service where it is needed. The super co-op's claim of invasion of the areas developed by the cooperatives is an irresponsible charge and an attempt to "smoke screen" the issue. During the companies' discussions with the REA administrator's representatives for new wholesale power contracts—not once was the cost of power questioned. New ten-year contracts were offered by the investor-owned companies at rates below what the co-ops were already enjoying. During the 12 months ending June, 1964, the so-called 6¼-mill rate applied to each company's deliveries to the REA cooperatives it serves would have resulted in an average of 6.04 mills per kilowatthour. Competent engineers have stated that the cost of generating electricity by the super co-op would cost from 7.5 to 8.0 mills, which would be at least a 24 per cent increase over the rate offered by the investor-owned companies.

(Continued on page 10)

(Continued from page 9)

The Federal Government representatives from Washington never questioned the rate offered by the companies.

The super co-op says: "Beginning in 1958, the companies, Gulf States, Louisiana Power and Light, CLECO and Southwestern Electric Power Co., (all controlled outside the state) upped rates almost 30 per cent by employing added cost of fuel clauses in existing contracts. Proposed new contracts would have resulted in high-cost power in rural Louisiana."

The facts: Rates were never "upped" as claimed by the super co-op. The cost of electric power

was increased by 15 per cent during the period 1958-1964, (not 30 per cent), because of the corresponding increase in the cost of fuel for generating electricity sold to the co-ops.

The existing and proposed wholesale power contracts of the investor-owned companies with the cooperatives are far better for the cooperatives as to rates, length of contract and points of delivery than will be the contracts required by the super G&T co-op. Any cooperative which purchases power from the super G&T co-op will be obligated to purchase all its power requirements for a period of 35 years at a rate stated by competent engineers to be 24 per cent greater than the rate offered by the companies.

U. S. Appeals Court Reverses Lower Court on G&T Loan

Rules "Regardless of How Unfair,"

Remedy is in Congress, Not Courts

ON JANUARY 13, the United States Circuit Court of Appeals for the fifth Circuit reversed the decision of the U. S. District Court in the Western District of Louisiana which had granted a preliminary injunction against the consumation of a \$56.5 million REA loan to the Louisiana Electric Cooperative, Inc. In dissolving the preliminary injunction, however, the Circuit Court stayed judgement of the restraining order until the four Louisiana companies have exhausted any rights to have the case reviewed by the Supreme Court.

The Circuit Court stated that there was no constitutional question involved in the case, that since the companies did not have an exclusive right to serve the area involved, "then . . . there can be no property right in that regard . . . (thus) making a loan for the construction of competitive facilities is not a deprivation of property rights guaranteed by the Fifth Amendment."

The Court further stated that: "Congress has never enacted or intended that loans by this Agency should be reviewable in the

courts." Despite the fact that Congress, through its committees, may have "ridden herd on the REA" the Circuit Court concluded that, "Certainly, the demands of congressional committees do not have the force of law. Congress has seen fit not to enact these particular demands into law, evidently being most content to rely on the deadly sword constantly in its own hands, that is, the sole control of the purse out of which the loans are made. *Regardless of how outrageous or unfair the making of this loan may seem, the remedy is not in the courts but in the Congress.*"

Concerning the contention that in granting the loan the Administrator of the REA violated his own regulations, the Court found inapplicable to this proceeding decisions of the Supreme Court granting relief in cases where an administrative official "had not followed Regulations which he had promulgated." On this point, the reasoning of the Court is: "Appellees here are not parties to the loan . . . They come into court to halt a loan to a third party, contending that the loan is being illegally made and, in the future, will cause illegal consequences. Their only standing for this is their natural opposition to having territory invaded which heretofore has been de facto their sole domain but in which they have no exclusive right."

Appellees in the case are CLECO, which entered the original suit, Louisiana Power & Light and our Company.

Turner, Mathews, Worthy Named to New Advertising, Public Relations Positions

THREE MEMBERS OF THE System Advertising Department were promoted to new positions on January 16.

James S. Turner, formerly supervisor of advertising, was promoted to director of public relations. **Herschel R. Mathews**, formerly supervisor of production and records, was promoted to director of advertising. **J. F. "Jack" Worthy**, formerly assistant advertising director in Baton Rouge, was promoted to director of community relations for the Baton Rouge Division.

Messers Turner and Mathews will report to L. V. Dugas, vice president-general sales manager, and Mr. Worthy will report to F. R. Smith, vice president for Baton Rouge Division.

Mr. Turner will handle all facets of the Company's public information service while Mr. Mathews will be responsible for the firm's advertising. Mr. Worthy, in his new position, will work closely with Baton Rouge Division management on a number of special community projects.

A native of Baton Rouge, Mr. Turner joined our Company in 1951 as



Jim Turner

assistant advertising director in Baton Rouge. He was graduated from Louisiana State University in 1948 with a bachelor of arts degree in journalism after serving as a pilot in the Air Force during World War II.

Before joining our Company, he was a reporter on the Bogalusa, Louisiana, Daily News and served as public relations officer for the Louisiana State Department of Veterans Affairs.

He was promoted to system supervisor of publicity and transferred to Beaumont in 1956. He had been system supervisor of advertising since 1961.

Mr. Turner is a past president of

the Advertising Clubs of Beaumont and Baton Rouge and has served on the boards of both clubs. For the past several years, he has served on the public relations committee of the Beaumont United Appeals.

Other civic work has included the Beaumont Council of the Camp Fire Girls, Community Council, Cub Scouts, and Sabine District Heart Association.

He is married to the former Elaine Middleton of Baton Rouge and they have four children, Michael, Christopher, Leslie Sue and Patrick.

Mr. Mathews, a native of Jasper but reared in Beaumont, joined our



Herschel Mathews

Company as a survey crewman in Beaumont in 1952 on a part-time basis while attending Lamar Tech. He also worked in the Engineering, Accounting and Advertising Departments while in college.

A graduate of Beaumont High School, he earned a bachelor of science degree in business administration in 1954 and was hired full time as a lay-out man in the Advertising Department.

He was promoted to supervisor of advertising production and records in 1957. He obtained a bachelor of business administration degree in marketing from Lamar Tech in 1958 and is presently completing work toward a master of arts degree in English at Lamar Tech.

He was named "Beaumont's Outstanding Young Man for 1965" by the Beaumont Jaycees. He is a member of the Beaumont Chamber of Commerce, Young Men's Business League, Beaumont Advertising Club and the 10th District, Advertising Federation of America.

Mr. Mathews is serving his second consecutive term as president of the

Beaumont Advertising Club and is serving his third year as a member of the board of directors of the 10th District, Advertising Federation.

He is married to the former Delores Fertitta of Beaumont and they have two children, Gregory and Patrice. The Mathews are members of St. Anne's Catholic Church.

MR. WORTHY, a native of St. Joseph, Louisiana, is a graduate of the LSU School of Journalism. He joined our Company in the System Advertising Department in Beaumont in 1956. Later that year he was transferred to Baton Rouge as



Jack Worthy

assistant director of advertising.

He is secretary-treasurer of the Baton Rouge Chapter of the Public Relations Society of America, a vice chairman of the Louisiana Manufacturers' Public Relations Commission, a past president of the Baton Rouge Advertising Club, a past president of the Intercivic Club Council and a past chairman of the Chamber of Commerce's Americanism Committee.

Mr. Worthy is married to the former Norma Kimmel and they have three children, Lisa, Ricky, and Trace.



"It's easy to tell us apart. She's AC and I'm DC!"

TAERF Presents Metalshaping Machine to University of Texas

A UNIQUE NEW MACHINE which uses intense bursts of electromagnetic force to assemble, attach and shape metals will be donated to the University of Texas by General Dynamics and the Texas Atomic Energy Research Foundation.

Our Company and nine other investor-owned electric utilities make up the Foundation, which is conducting the world's largest privately-financed fusion research in the laboratories of General Dynamics in San Diego, California.

The gift of the magneform machine was announced jointly by Chairman Morrison, and Dr. Frederic de Hoffmann, vice president of General Dynamics and president of the corporation's General Atomic Division at San Diego, California. Mr. Morrison is also a director of the Foundation.

Known as the magneform magnetic pulse forming machine, it employs lightning-fast pulses of ten to 20 millionths of a second duration to form electrically-conductive metals without mechanical contact with the work piece. The magneform machines, produced by General Atomic, grew out of experience gained with working with high-intensity of magnetic fields as part of the controlled thermonuclear research program sponsored jointly by the Foundation and General Atomic.

Dean John J. McKetta of the University's College of Engineering said that the magneform machine would play an important part in both teaching and research programs and would be located in the manufacturing processes laboratory of the Department of Mechanical Engineering.

Since their introduction in late 1961, magneform machines have been used in a variety of applications, from the assembly of electro-mechanical devices to the manufacturing of pressure vessels. Today, magneform machines

are used in many industries around the world, including aircraft, electronics, metal working and automotive.

The University of Texas has an enrollment of 26,300 students, of whom approximately 10 per cent are engaged in programs within the College of Engineering. More than 2,400 students are enrolled in under-graduate engineering programs and over 500 are engaged in graduate engineering work.

In the controlled fusion program, sponsored by the Foundation and General Atomic, scientists, in their efforts to produce and sustain a fusion reaction, are using magnetic fields in dealing with the problems of holding together ionized deuterium (heavy hydrogen) gas which must be heated to temperatures of 400 million degrees or more.

Their ultimate objective is the production of electric power from the fusion process.

I'm the other guy!

When safety is the topic,
Most folks sit and sigh,
They barely listen to the rules
Meant for the other guy.
Safety is for knuckleheads
Who go round in a daze,
But you are always wide awake
And never reach that phase.
Who keeps on taking chances
After going scot free once,
But never heeds the warning?
Not you—the other dunce.
We all know the rules of safety
So, why bother to discuss
Rules that apply to the other guy
But never apply to us.
The moral of this story,
As you can plainly see:
To me, you are the other guy
To you, that guy is me.

Atlantic Coast Line Railroad



HONORED BY AD CLUB. Kenneth E. Sutton, left, former advertising director who retired January 1, receives a lifetime honorary membership in the Beaumont Advertising Club from Herschel R. Mathews, president. The membership was awarded to Mr. Sutton because of his past service to the Beaumont Advertising Club, the advertising industry and the community.

Aubrey Sprawls Promoted To Superintendent, Dayton District

AUBREY D. SPRAWLS, formerly industrial engineer for Beaumont Division, was promoted to district superintendent and transferred to the Dayton, Texas, District on December 16. He succeeded C. R. Brinkley who had been transferred to Cleveland on December 1.



Aubrey Sprawls

Mr. Sprawls has been an employee since 1949 when he came to work in Beaumont as a farm representative. A native of Clovis, New Mexico, he was graduated from Texas A&M in 1949 with a bachelor of science degree in agricultural engineering.

He was made agricultural engineer in 1955 and was made area development engineer a year later. He had been an industrial engineer since 1963. He took military leave during the Korean conflict in 1951 and served two years in the Army.

He is married to the former Marion Jean Boernke of Wausau, Wisconsin, and they have three children, Susan, Mary and David. They were members of the First Methodist Church in Beaumont where he was active, serving as a church trustee and chairman of the New Church Buildings Planning Committee and past secretary of the Official Board.

A resident of Texas most of his life, Mr. Sprawls was a member of the Young Men's Business League (YMBL) and a member of that organization's Key Men's Club. He was also a member of the Beaumont Chamber of Commerce, having served as chairman of the Agricultural Committee and a

member of the Industrial Committee.

He has been active for years in various activities of the Future Farmers of America, 4-H Club and the Texas Extension Service's Community Improvement Program. He was awarded an Honorary Lone Star Farmer Degree in 1962 from the FFA and received a Recognition of Meritorious Service Award from the 4-H organization.

He is a past president of the Hawthorne Place Association in Beaumont and is a member of the American Society of Agricultural Engineers.

"Good Will . . . Like A Good Name is won by many acts and Lost by One!"



NEW LOOK FOR METER READERS. Our customers will now know that the "strange man" in their backyard is a Gulf States meter reader. Our meter readers started wearing blue and white uniforms complete with caps and identifying emblems earlier this month. Leonard Nunez, a meter reader in the Beaumont Division, wears his new uniform as he makes his rounds. The new uniforms will be worn by meter readers in all divisions. Our lady meter readers will wear white blouses and blue skirts.



NEW SABINE NO. 3 UNIT IN POSITION. Sabine Station's new No. 3 unit was put in position in December to end a 1,426 mile cross-country trip that began last fall in New York. The 440,000-kilowatt unit, largest ever installed by our Company, will boost Sabine's generating capability to 900,000 kilowatts upon completion late this year. The unit was raised 25 feet from an oversized railroad flatcar to the concrete second floor by using a 100,000-ton hydraulic jack borrowed from neighboring Houston Lighting and Power.

"Something for Everyone, Too Little for Most . . ."

*The following article is reprinted
from the Navasota Examiner.*

"SOMETHING FOR EVERYONE, but too little for most," was Pat Griffith, Jr.'s capsule description of life under Socialism in Holland as guest speaker at the December 29 luncheon of the Navasota Kiwanis Club.



SPEAKS ON DUTCH LIFE. Pat Griffith, Jr., son of R. P. Griffith, Navasota, described life under socialism in Holland as he was guest speaker at a luncheon of the Navasota Kiwanis Club. Mr. Griffith, a purchasing agent for DuPont Company, visited his parents during the Christmas vacation following a four-year tour in Holland.

Mr. Griffith, son of Mr. and Mrs. R. P. Griffith, he's general substation foreman for the Navasota Division, for more than four years has been stationed in Holland as a purchasing agent for DuPont Company.

After spending the Christmas vacation with his parents he flew to Hamm, Germany, where he is now with an advance party of 25 laying ground work for a new DuPont plant.

Crowded conditions were credited for the strict government controls under which private enterprise is forced to operate in Holland.

With a population of 11 million people, Holland geographically is 23 times smaller than the State of Texas.

"Private bungalows are available only to those in the upper ten per cent bracket," he said explaining that young married couples are forced to live with parents during their first few years of married life. Housing lists are lengthy. Most people live in multistory row houses or apartments.

"Building construction, rents and leases are all controlled by the government," he said.

As for living conditions, he said that the people are well clothed and fed with few luxuries. Heating is restricted to oil and coal. Passenger transportation, thanks to efficient railroads and artery type freeways is excellent, but freight transportation is poor to impossible due to government red tape.

Mr. Griffith said that all workers are employed for a two-month trial period. It is during this time that a decision must be reached by either one or both parties, for after the two-month period firing and quitting are both complicated and difficult.

"Pay scales set by the government lead to under table payments," he said.

The influx of American industry had done much to convince western Europeans that full year-around employment was not only possible, but desirable. Traditionally, all work comes to a halt during severe winters. Workers remain at home drawing a percentage of their regular pay from the government.

"It is private enterprise based on socialism," Mr. Griffith said.

Due to the fact that cartels are predominant, competitive bids are hard to obtain. Everyone quotes the same price. American industry is thus forced to perform many services within its own organization, he said.

It was on socialized medicine that Mr. Griffith used the phrase, "something for everyone, but too little for most." He said that even though it appeared to be necessary and needed, it left much to be desired.



THRIFT PLAN

THE TRUSTEE of the Employees Thrift Plan made the following purchases of Company stock covering employee deductions and Company contributions through November:

- 2,882 shares of common stock at a total cost of \$72,270.14 or an average cost of \$26.946 per share;
- 48 shares of \$4.40 preferred stock at a total cost of \$4,368.30 or an average cost of \$91.006.

These costs included brokerage and commission fees.

The trustee also deposited \$18,360.92 with the savings department of the First Security National Bank of Beaumont.



ELECTRIC SPACE CONDITIONING WORKSHOP. Architects, engineers and school officials from throughout our service area attended a series of workshops on electric space conditioning, utilizing lighting for environmental control in schools and other commercial buildings. The meetings were held in Baton Rouge, Beaumont and Lake Charles. E. I. Witte, left, lighting specialist at General Electric's experimental laboratories in Cleveland, was the featured speaker at each workshop. J. Wesley Leake, Baton Rouge architect, center, and Charles Glass, commercial sales supervisor, Baton Rouge Division, were among those who attended the Baton Rouge workshop.

our lines, Mr. Richardson pointed out. Of these buildings a selected group have received the All-Electric Building Plaque. Our program is part of a national All-Electric Building Award program sponsored by Edison Electric Institute.

Commercial Sales Holds Annual Sales Meeting

SOME 30 COMMERCIAL sales representative and supervisors from throughout our service area attended the annual two-day commercial sales meeting last month in Beaumont.

Presenting the program were: Bill Kirk of Kirk Electric Company, Robert Lee of Lee Refrigeration, Lonnie Wallace of Rogers Brothers Enterprises, Herman Quinton of Guaranteed Insulation, Fred Hardwick of Carrier Corporation, Dr. Tom Leary of McNeese State College, Oscar Eldridge of Eldridge Electric Company and George Ingram of George Ingram and Associates.

Winners Named at End Of Interior Lighting Campaign

THE COMMERCIAL SALES representatives of our Company have completed a three month interior lighting sales campaign. Top sales representatives in the campaign were: O. C. Wingard, Orange, first place; Lester Landry, Baton Rouge, second place; and Joe Bailey, Huntsville, third place.

Competition in the campaign was based on number of foot-candle surveys conducted, new lighting proposals and remodeling proposals presented. The campaign resulted in 502 foot-candle surveys, 31 new lighting proposals, 156 lighting remodeling proposals.

The lighting sales campaign received national recognition in an article in the December 13, **ELECTRICAL**

WORLD. The article prepared by R. A. "Dick" Landry, supervisor of lighting sales promotion, described how commercial sales representatives were prepared for the campaign in sales meetings in which were discussed methods of selling good lighting.

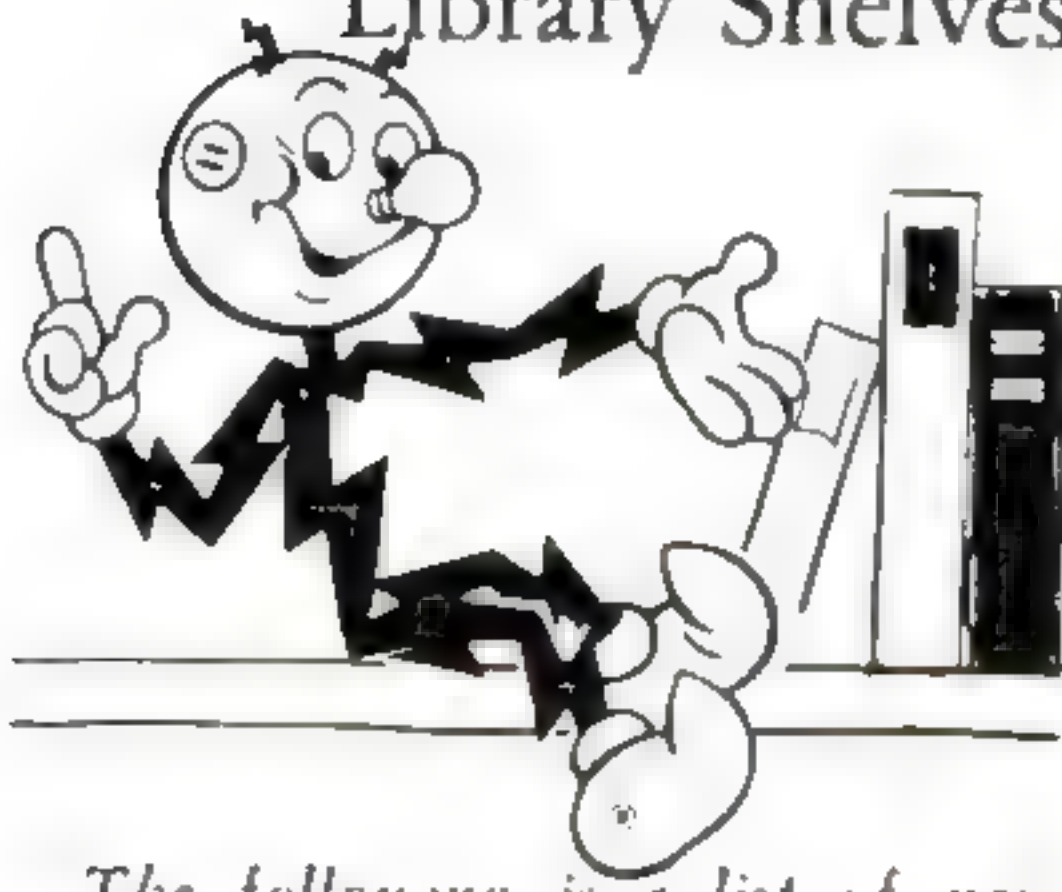
Another member of the System Industrial-Commercial Sales Department also had an article printed by **ELECTRICAL WORLD.** The December 27 issue carried a story on our Company's all-electric building awards program by Jim Richardson, supervisor of commercial sales.

Since our Company started presenting all-electric awards on January 1, 1964, 85 all-electric buildings with a total connected load of more than 9,800 kilowatts have been added to



LIGHTING CAMPAIGN WINNERS. L. V. Dugas, vice president and general sales manager, presents awards to the first and third place winners in the recently completed three-month interior lighting sales campaign. Third place winner was Joe Bailey of Huntsville while O. C. Wingard, Orange, finished first. Second place winner Lester Landry, Baton Rouge, was on vacation at the time the picture was made.

On Our Library Shelves



The following is a list of new books recently added to the Company Library in Beaumont. The library contains a large number of books and periodicals on a variety of subjects. These may be checked out for use by employees throughout the system. You are urged to make use of this facility.

How to Read Better and Faster by Norman Lewis. The book contains not only the explanation you need, but built-in practice sessions, interesting quizzes, and even charts for analyzing your progress.

The Madison Avenue Speech Book by Alan Koehler. This book is for people who are afraid to make a speech and do not want to show it. Applying the Madison Avenue techniques explained here makes any speech better than it would have been.

Management Accounting Principles by Robert N. Anthony. Discusses accounting from the viewpoint of the manager. This valuable book helps all users of accounting to become familiar with the underlying structure to avoid a misunderstanding of the real meaning of accounting information.

The Art and Science of Protective Relaying by C. Russell Mason. A textbook on protective relaying which has been tested in the classroom and should prove useful both as a reference for teaching the subject and for the purpose of self-education.



APPOINTED TO CIVIL SERVICE BOARD. Clifford Mire, Brad McMaster, district superintendent, Jennings, and Charles A. Mack, Jr., receive their certificates of appointment to the Jennings Civil Service Board from Mayor John L. Conner. All three were chosen to be the first set of members of the board when the city police and fire departments were put under the state civil service commission in 1965.

gulf staters in the news

Douglas F. Latimer, industrial sales engineer, Baton Rouge Division, has been appointed chairman of the Public Works Committee of the Baton Rouge Chamber of Commerce. The group works closely with the city-parish government to seek traffic improvements, investigates major drainage problems and studies other public works problems. Mr. Latimer is a past member of the board of directors of the Louisiana Engineering Society and a past president of the Baton Rouge chapter of the society. He has been a member of the chamber's public works committee for four years.

E. J. Vogel, supervisor of party chiefs, Beaumont, was elected president of the Deep East Texas Chapter of the Texas Surveyors Association. Mr. Vogel will also serve on the board of directors for the Texas Surveyors Association. **R. K. Welch**, party chief, Beaumont, was also elected secretary-treasurer of the Deep East Texas Chapter.

A. E. Whitaker, party chief, Baton Rouge, was elected chairman of District 6, Louisiana Land Surveyors Association.

Frank Robinson, district superintendent, Huntsville, has been elected president of the Huntsville-Walker County Chamber of Commerce for 1966.



HIGHWAY SAFETY. Prior to the holiday season, safety programs were held for employees in the Beaumont, Port Arthur and Orange areas by Andy Poulson, right, safety representative for the Texas Divisions. Officer Dick Dickerson of the Texas Department of Public Safety spoke at each meeting on freeway driving alerting Gulf Staters to the need of greater safety while driving during the holidays.

Welcome!

New
Employees



Lee J. Milam, Jr., Beaumont, mechanic's helper at Neches Station.

Michael C. Miller, Baton Rouge, operator's helper, Louisiana Station.

Louis R. Cooper, Lake Charles, mechanic's helper, Nelson Station.

Dick W. Parrott, Beaumont, helper, T&D-Line.

Jasper R. Blake, Navasota, shop and field tester.

Kenneth A. Enloe, Conroe, helper, T&D-Line.

David L. Corbitt, Baton Rouge, helper, T&D-Line.

George D. McManus, Baton Rouge, helper, T&D-Substation.

Larry P. Normand, Baton Rouge, helper, T&D-Substation.

George E. Williamson, Baton Rouge, helper, T&D-Line.

Gerald D. Fiedkamp, Lafayette, helper, T&D-Line.

Carolyn D. Denby, Beaumont, department clerk, Corporate and Finance.

nance.

Naomi N. Pierson, Beaumont, clerk, Customers Accounting, Credit and Collections.

Reba E. Lee, Beaumont, clerk, General Accounting, Plant.

Jonnie P. Marek, local office clerk, Vidor.

Steve C. Gaspard, Sr., Port Arthur, meter reader.

Madge N. Courtney, Baton Rouge, clerk, Customers Accounting.

Sharlene F. Carpenter, Baton Rouge, clerk, Customers Accounting.

Cecil L. Achord, Baton Rouge, store-room assistant.

Leo A. Hebert, Lake Charles, meter reader.

Marianne S. Nelson, Port Arthur, home service advisor.

Jerold E. Cahal, Baton Rouge, residential sales representative.

Sandra B. Miller, Baton Rouge, stenographer, sales.

Congratulations On Your Promotion



Steve Glach, Beaumont, to master repairman, Neches Station.

Kenneth W. Haynes, Beaumont, to apprentice, T&D-Line.

George A. Hickman, Beaumont, to senior engineering assistant, T&D-Engineering.

Marvin E. Ogden, Beaumont, to senior engineering assistant, Engineering-Information Services, EDP.

Herbert F. Eickenhorst, Navasota, to substation mechanic fourth class.

James H. Fife, Navasota, to secondary power tester, Meter.

Clarence L. Griffin, Navasota, to primary and special tester.

Barkley E. Lilley, Cleveland, to lineman fourth class.

Benjamin W. Umberger, Baton Rouge, to repairman first class, Louisiana Station.

Lynn P. Simonueaux, Jr., Baton Rouge, to test technician first class, Willow Glen Station.

William T. Stewart, Baton Rouge, to apprentice, T&D-Line.

Charles L. Dake, Baton Rouge, to lineman fourth class.

Donald J. Bringol, Baton Rouge, to engineering assistant, T&D-Engineering.

Kenneth R. Bernard, Baton Rouge, to storekeeper.

Paul A. LeJeune, Port Allen, to lineman second class.

Bryon W. Cloyd, Lake Charles, to utility truck driver, T&D-Line.

Recent Transfers



Kimberly Clark, Baton Rouge, from Line to Substation as a substation mechanic first class.

Nancy L. Hoehn, Baton Rouge, from Customers Accounting to PBX.

Shirley M. Topping, Baton Rouge, from PBX to Customers Accounting

as a clerk.

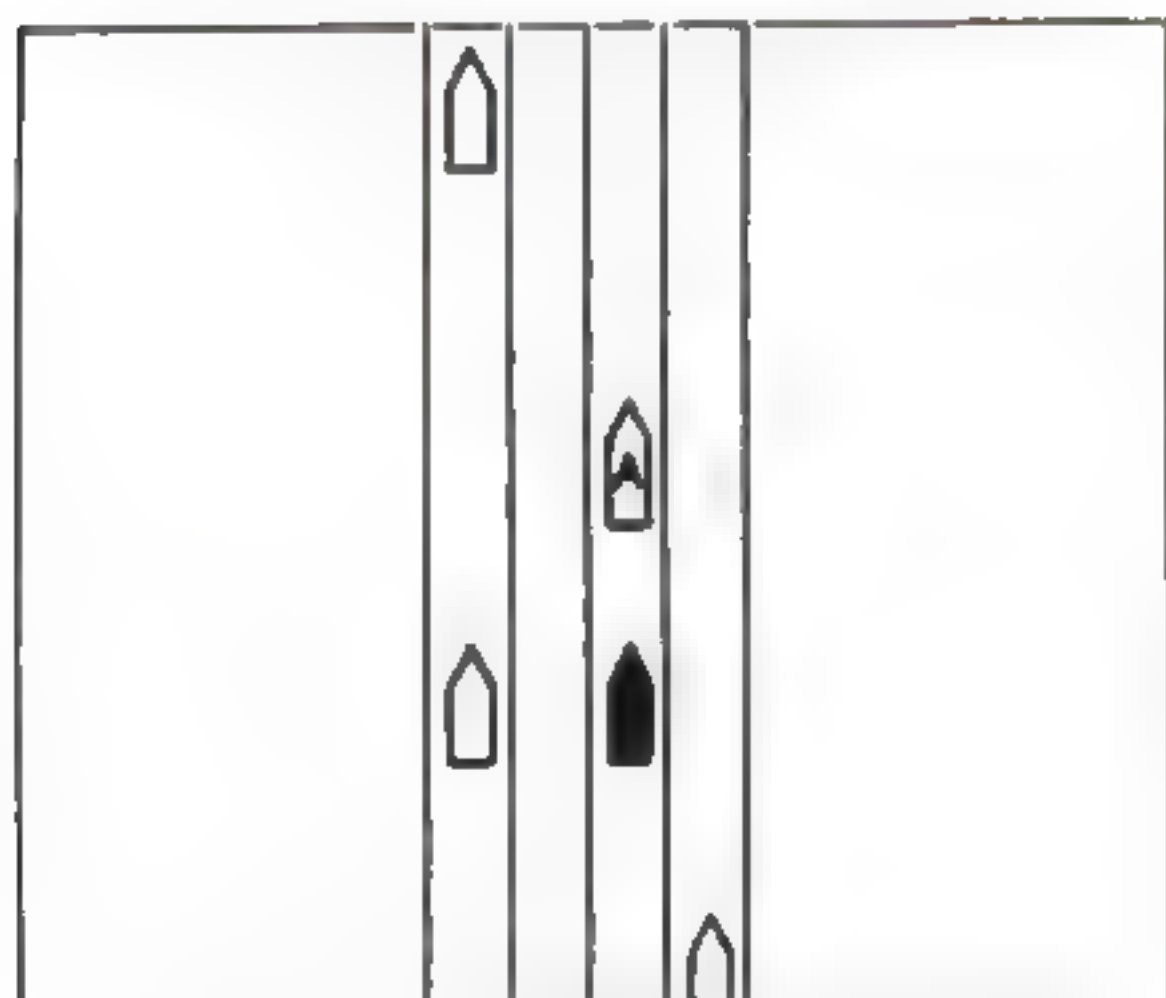
Jewell M. Berthelot, Baton Rouge, from Customers Accounting to Port Allen as a local office clerk.

Vernon J. Braud, Port Allen, from district serviceman to Sales as a sales representative.



What
would you
do in
this
driving
situation
?

by Tom Dobbs

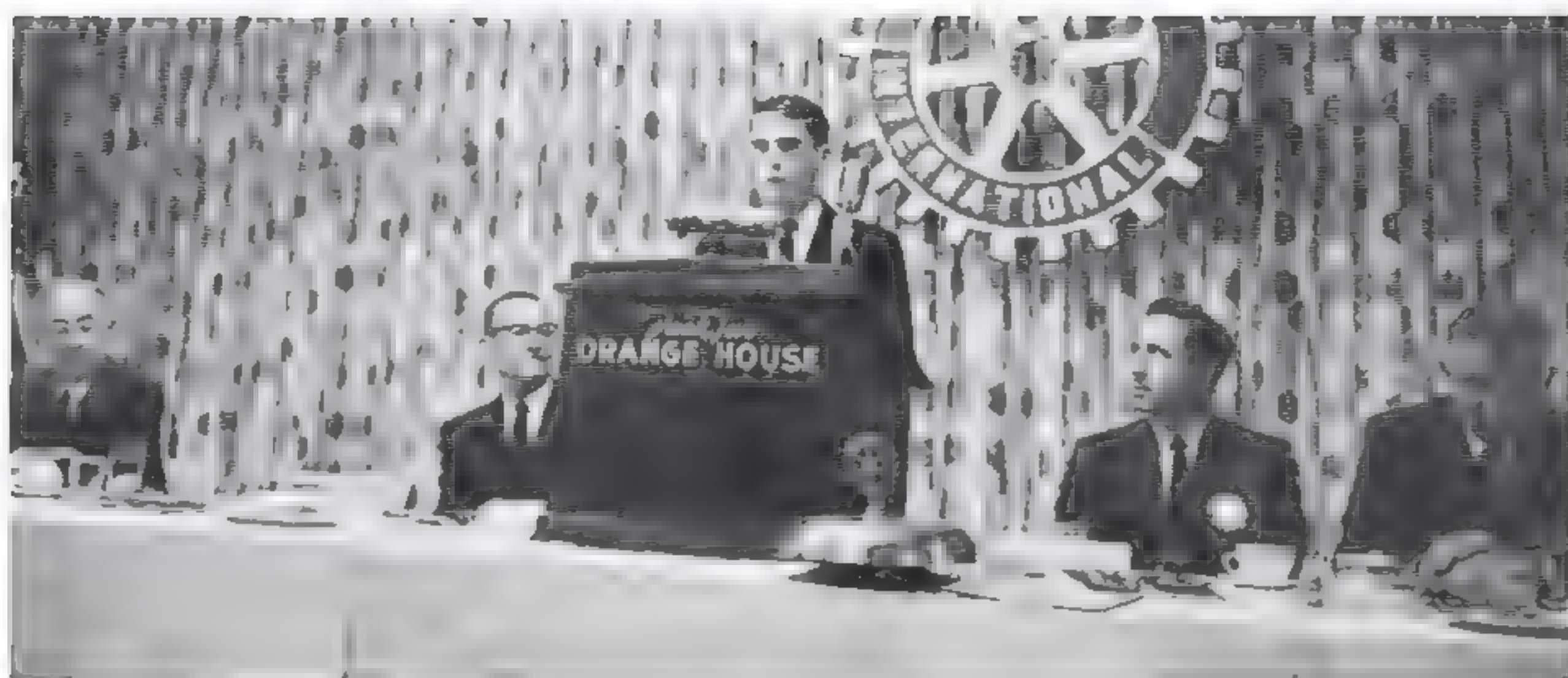


You are on a four-lane, one-way street. The car in front of you (A) is traveling at a slow pace and you want to pass it.

YOU SHOULD: (a) Be sure you pass on the right. (b) Not pass—just slow down and keep pace with the other vehicle. (c) Signal your intentions, then pass on either side.

Reprinted by permission, from "Family Safety," quarterly publication of the National Safety Council.

(Answer on page 23)



SYMPOSIUM EXPERIENCES RELATED. Ben Ramke told nearly 100 members of the Orange Rotary Club about his experiences while attending the four-day Texas Nuclear Science Symposium last June under the sponsorship of our Company. Young Ramke, now a freshman at LSU, represented St. Mary's High School of Orange along with his teacher, O. W. Gaul, far left. The honor student was introduced at the luncheon meeting by T. O. (Doc) Charlton, second from left, Orange District superintendent. Our Company sponsored 38 top-rated students and teachers at the 1965 symposium on the campus of the University of Texas.

Let's Read Our Mail

FROM CALVERT:

ATTENTION: Mr. Goree Matthews:

On behalf of the Calvert Chamber of Commerce, may we express our sincere appreciation to you and your fine group of employees for their help and assistance in getting Main Street and the decorations at the City Hall ready for the Christmas Season.

You and your men have never said no when asked to help on such worthy projects for the Community. Often they go un-thanked but will continue to go along again and again with the assistance that they give. It is this type of help and interest in your Community that makes a Community worth living in.

Our hats are off to Gulf States and their employees for a job well done and may we say thank you.

Sincerely,
CALVERT CHAMBER OF
COMMERCE

BY:
Lewis E. Tindall, President

Dear Goree:

I would like to take this means of letting you, your many employees, and the Gulf States Utilities Company know that the Calvert Public Schools appreciate very much the many ways all of you have helped the schools this year. All of you have been a real friend to the schools.

Thanks a "million".

Sincerely yours,
H. S. Pearson
Superintendent
Calvert Public Schools

FROM JENNINGS:

The following letter was written to Miss Carolyn Mayer, home service advisor, Jennings District, for her assistance in Christmas Out-door lighting contest in Jennings.

My Dear Carolyn:

Now that the excitement of the Holidays are over and we pause to consider our accomplishments of the year, we the members of the Hoe & Hope Garden Club, feel that our most rewarding and exciting project has been the sponsoring of our "Brightest Christmas Out-Door Lighting Contest", along with the "Christmas Tour of Homes".

The success of these projects, we feel is largely due to the prestige and

dignity gained by our working under the directions of the Gulf States Utilities Company and its capable advisor, Miss Carolyn Mayer. We appreciate the many suggestions, efforts and the business like manner in which the contest was organized and handled. The Judges selected were well qualified and did an excellent but difficult job of judging. The prizes donated by you were not only beautiful but appropriate and useful.

Last but not least was the delicious dinner served the Judges and Friends with the presence of your representatives, Messrs. Gary, Bordelon, Wagoner and Miss Mayer, who gave freely of their time and efforts and above all the needed moral support to revive the Old-Fashioned Christmas Spirit in our Little City by creating "Our Brightest Christmas".

It is with a grateful heart that I wish for each and everyone of you an abundance of the precious things of life—Health, Happiness and Enduring Friendship.

Sincerely,
Ora J. Miguez, President
Hoe & Hope Garden Club

FROM ABBEVILLE:

Dear Mr. Lamm:

It was a most pleasant and beneficial experience to the students and teachers of the Abbeville Junior High School to witness your manner of dealing with the material relative to electricity. The film, "Eager Minds", we found to be particularly stimulating. Its presentation definitely served as a means of creating desire in the pupil to want to further his knowledge of electricity.

Please extend to Mr. Horce Lacombe and Mr. Lester Gauthier our appreciation for their efforts in behalf of promoting education. We assure you that we are grateful to you and your company.

Sincerely,
Donald Palombo
Abbeville High School

FROM NACOGDOCHES:

Dear Miss O'Neal,

I would like to express my appreciation to the Electric Service Companies of Texas for backing such a good program for 4-H'ers like me to enter. I won second place in District 9 with my record book and I received your check for thirty dollars.

I am quite proud to say that I received it through my work in 4-H. To know that people and industry care about what I do makes me want to work harder in 4-H, and I will.

Sincerely yours,
Linda Godwin
Nacogdoches County

FROM FRANKLIN, TEXAS:

(This letter was received by Sid Cooper, district serviceman in the Calvert District at Franklin.)

Dear Mr. Cooper:

Just a word of thanks for your help in keeping our antiquated lighting system in operation during our 1965 football season. Cooperation from people such as yourself helped make it a successful season.

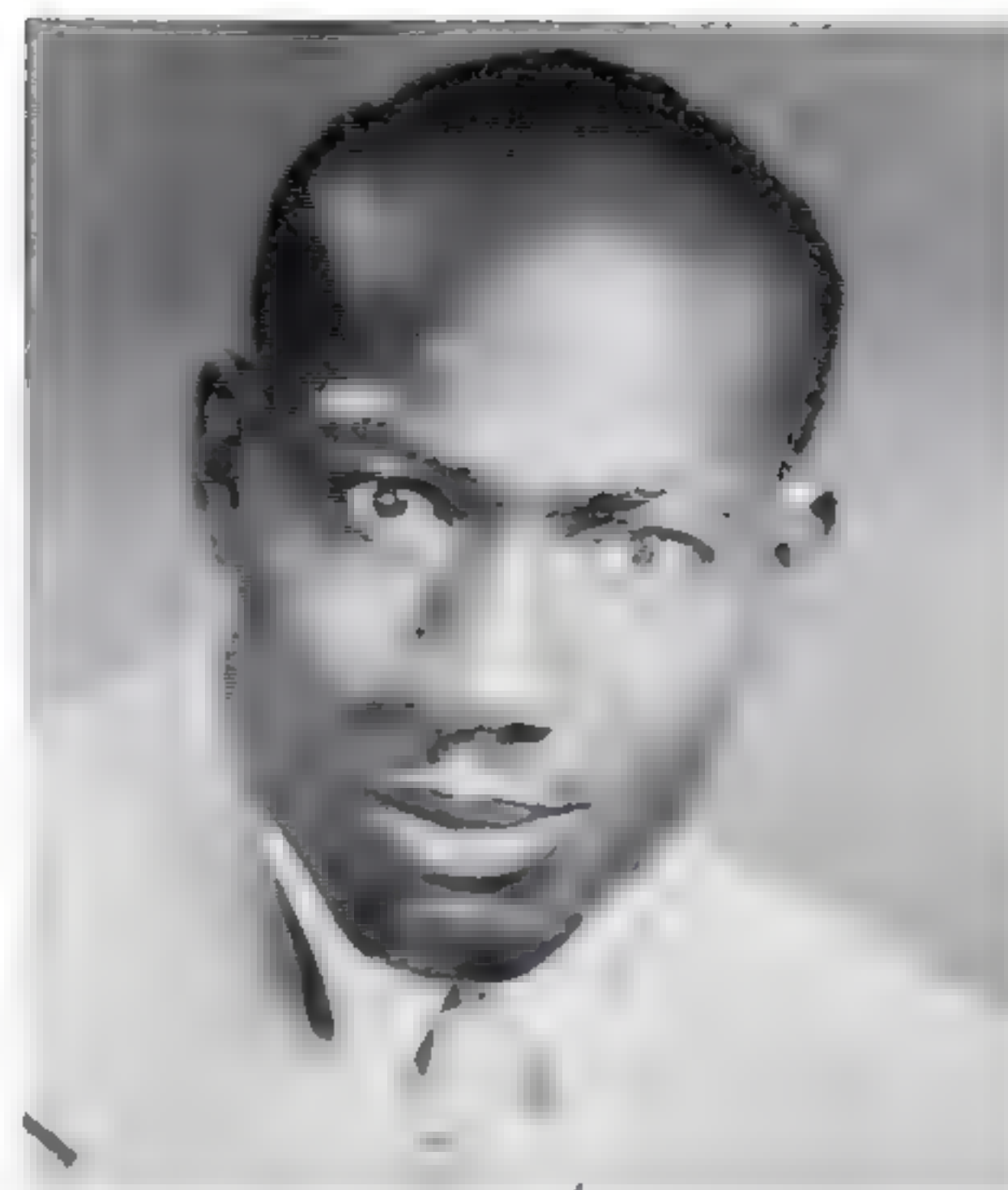
Very truly yours,
R. I. Adams
Superintendent

Sympathy to:

Herman F. Sockrider, district accountant, Lake Charles on the death of his father-in-law, William H. Davis, 91, of Bossier City, Louisiana, on December 19 and his brother, Roy J. Sockrider, 61, of Lake Charles on December 24.

James R. Laughlin, Lake Charles T&D Engineering, on the death of his mother on November 25. She lived in Rule, Texas.

A. W. Baird, Jr., division manager, Navasota, on the death of his mother, Mrs. A. W. Baird, Sr., November 28 in Cordell, Oklahoma.



Mat Edwards

Mat Edwards, Beaumont, Killed in Crash

MAT EDWARDS, 45, an employee in the Beaumont Substation Department since 1949, was killed in a head-on crash near China, Texas, December 20.

Funeral services were held December 23 in Beaumont.

He is survived by his wife, Mrs. Mamie Edwards, 194 Manning, Beaumont; three children, Jay Paul, Mack and Sylvia; one brother and two sisters.

He was a native of New Orleans, Louisiana, and served in the U. S. Army during World War II.

Former Engineering Consultant Dies

WORD WAS RECEIVED of the death of R. Rex Wisner, retired chief electrical engineer and consulting engineer for Stone & Webster Engineering Corp., on August 9. He was 77.

Mr. Wisner was well known to many Gulf Staters. He acted as a consultant for our Company on many of its major transmission and distribution projects during our Company's early development.

Service Awards

FORTY YEARS



J. P. Pevoto
Treasury
Port Arthur

TWENTY YEARS



S. T. Albert
Distribution
Baton Rouge



Julia M. Amrhein
Distribution
Baton Rouge



Joseph Blakes
Gas
Baton Rouge



R. J. Bonnet
Distribution
Lafayette



A. L. Bowen
Engineering
System Services
Beaumont



Alfred Joseph
Distribution
Beaumont



I. D. Laflour, Jr.
Distribution
Liberty



L. J. LeSage
Distribution
Baton Rouge



P. E. Levert
Distribution
Baton Rouge



J. L. Mayeux
Distribution
Baton Rouge



M. C. McCormick, Jr.
Distribution
Baton Rouge



J. D. Wilson
Production
Neches Station



Geraldine Wykoff
Division Sales
Beaumont

TEN YEARS



R. S. Banks
Gas
Baton Rouge



Wanda Douglas
Personnel
Beaumont



Charles Enloe
Treasury
Cleveland

THIRTY YEARS



A. R. Roussel
Production
Louisiana Station



David Cain
Distribution
Baton Rouge



E. A. Kirby
Distribution
Baton Rouge



Clarence Napoleon
Distribution
Port Arthur



J. M. Stokes
Secretary
Beaumont



J. D. Boykin
Engineering
System Services
Beaumont



C. W. Cabaniss
Gas
Baton Rouge



J. C. DeRouselle
Treasury
Lafayette



P. D. Dugas
Distribution
New Iberia



B. E. Eisworth
Distribution
Baton Rouge



H. O. Jenkins
Production
Louisiana Station



W. B. McMorris
Local Supt.
Zachary



J. C. Pizzuto
Distribution
Baton Rouge



D. A. Rose
Distribution
Baton Rouge



Charles Schlatter
Distribution
Port Allen



A. J. Weimer
Gas
Baton Rouge



D. J. White
Distribution
Port Arthur



S. E. Hunstock
Distribution
Baton Rouge



Morris L. Jenkins, Jr.
Production
Willow Glen Station



R. L. Robertson
Distribution
Baton Rouge



Bettie N. Smith
Treasury
Baton Rouge

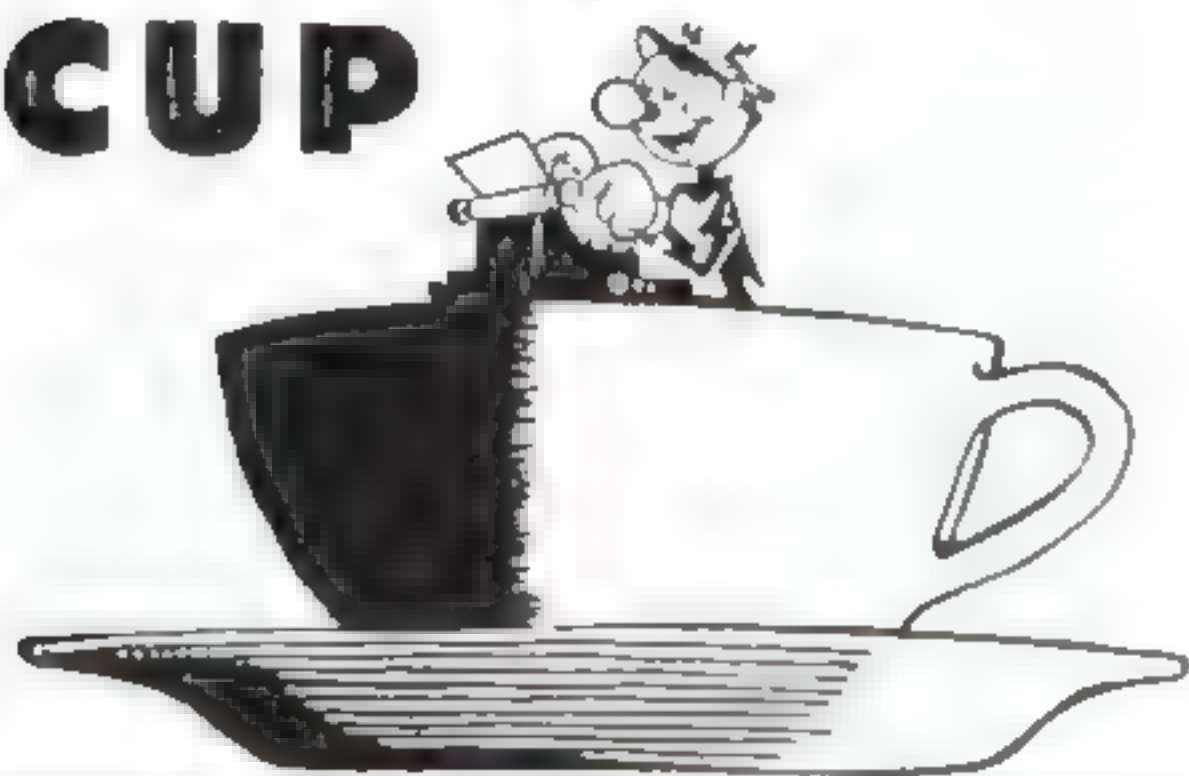


J. E. Taylor
Distribution
Baton Rouge



C. R. Wilson
Distribution
Baton Rouge

over the COFFEE CUP



TWO NEW EMPLOYEES were recently welcomed to the Lake Charles Service Center. **Billy Johnson** was employed as a mechanic's helper in the Lake Charles Garage and **Darlene Hebert** came to work as a departmental clerk in the Lake Charles Service Department.

R. L. Henry, Lake Charles Meter Department, recently attended the Southwest Meterman's Association Meter School at Texas A&M.

—By *Bobbie Moon*

MR. AND MRS. J. F. SIMONSON spent a couple of weeks vacationing in Peel, Ark. They visited friends and Mr. Simonson spent some time fishing at Bull Shoals Lake. He is general substation foreman in Lake Charles.

Mr. and Mrs. R. J. Heinen recently had as their guest, their daughter, Betty, and grandchildren, Karen and Peter, from Middletown, N. J. Mr. Heinen is shop foreman of the Lake Charles Transformer Shop.

—By *Joann Burnett*

Thanks From Mary Dewey

MARY DEWEY, System Billing Records, Beaumont, Texas, wishes to thank all of her fellow workers in all the divisions of the Company for the wonderful party and the gifts, and especially for all the good wishes and many wonderful friends who took part and participated on her recent retirement from Gulf States. "To each and everyone of you—thanks for everything. It was wonderful working for such a nice Company as Gulf States all these 38 years."



"Remind me to defrost the refrigerator as soon as we get home!"

JENNINGS

SYLVIA GUILLOTTE, service desk clerk, and her family spent the Thanksgiving week visiting friends and relatives in Houston and Port Arthur, Texas. While in Port Arthur, they visited the Curtis LeBlancs, another GSU family.

Loretta Gilbert, cashier, and **Casey Richert**, substation clerk, attended the new employee information conference in Lake Charles. They found it very informative and enjoyed meeting employees from the other offices.

—By *Mary Gauthier*



AN EIGHT-POINT TROPHY. Gerald Dean, right, building and grounds maintenance supervisor at the General Offices in Beaumont, killed this eight-point, 300 pound buck on the Joe McCaleb Ranch at Hesperus, Col. Also making the trip were Gerald's brother, Tommy, left, their wives, and Betty and Jerry Edminston. Betty is a steno in System Engineering-Right-of-Way. The hunters camped out for



two weeks in a prefab, plastic house. The men built the house in such a way that all they had to do was set up the numbered wood supports when they got to their camp—1,100 miles from Beaumont. In the picture at the right, Betty, Dorothy (Mrs. Tommy Dean), Sybil (Mrs. Gerald Dean) have their picture taken in front of the camp house. Pictures courtesy of the Durango, Col., Herald.



RETIREMENT DAY. Kenneth Sutton, director of advertising, Beaumont, bids farewell to the 11th floor and members of the System Sales Department on his last day with our Company, December 30. Among those attending the informal party were: left, Jim Turner, director of public relations; Iris Mitchell, advertising stenographer; Wallace Sisk, commercial advertising writer; Carol Marcella, public relations stenographer; and Mary Snowden, addressograph operator.

(Answer to Safety Quiz, page 18.)

(c) It's both legal and safe to pass on either side if traffic conditions permit.

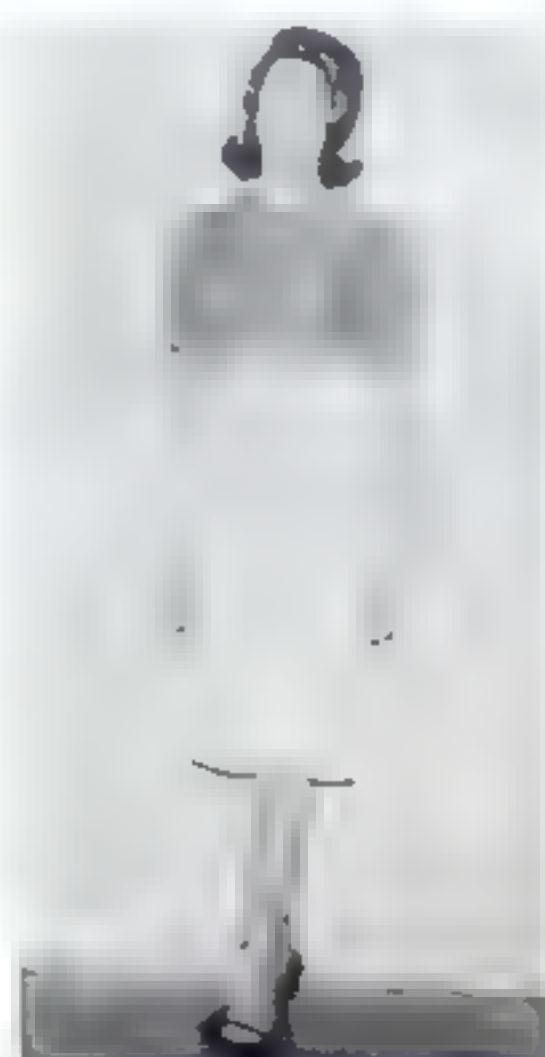
FIRST DUCK HUNT. Bob Perkins, right, a consultant with Emerson Consultants, Inc., was taken on a very successful duck hunt in South Texas by Herschel Mathews, left, director of advertising, Beaumont, and Herschel Campbell, advertising artist. This was the first time Mr. Perkins, a resident of New York City, had been on a duck hunt.



FAREWELL GIFT. Mary Lou LaRocca, System Engineering Department, Beaumont, resigned December 31 to await a visit from Mr. Stork. A farewell party was held for her on December 30, at which time she was presented a high chair and a silver tray by her fellow workers.



THE MITCHELL DAUGHTERS. Debbi, 9, left, and Judy, 6, are the daughters of Edd Mitchell, residential sales representative at Cleveland, Texas.



MEMORIES ARE MADE OF THIS. A lot of talent was displayed by these Navasota GSUer's children during the annual Navasota High School junior-senior talent show on December 2. Starting at the left, Janice Cowen, daughter of Mr. and Mrs. R. C. Cowen, appeared in the "Can-Can" act. Charlotte Boring, daughter of Mr. and Mrs. Charles Boring, also appeared in the "Can-Can" act and in a twirling act to the tune of "Balboa." Mary McClelland, daughter of Mr. and Mrs. Joseph H. McClelland,

was the singer in "Mary's Night Club." Beverly Haltmar, daughter of Mr. and Mrs. John Bobby Haltmar, also appeared in the "Mary's Night Club" act. Inez Lauter, daughter of Mr. and Mrs. Gilbert Lauter, appeared in a "Go-Go" dance act. Mark McClelland, son of Mr. and Mrs. McClelland, was the drummer in a combo called the "Morticians" and also appeared in an act called "Southern Exposure." This year's event was entitled "Memories Are Made of This."



Hubert A. Williams, operating engineer, Louisiana Station, Baton Rouge, and Jo Hazel Kramer were wed on November 17.

Robert L. Atkinson, equipment operator, Roy S. Nelson Station, Lake Charles, and Hazel Joyce Weekly were wed on November 19.

Rachel A. Locke, clerk in Credit and Collections, Baton Rouge, was wed to Ray Coy Gonzales on October 30.

Paul N. Masterson, director of credit and collections, Beaumont, and Leonora O'Neal, home service director, Beaumont, were wed in Houston on December 9.

Carolyn J. Walton, local office clerk, Vidor, was wed to Lester D. Johnson, on November 26.

Susan Clynes was wed to Victor Picheloupe of Albuquerque, N. M., November 6. Miss Clynes was formerly a departmental clerk in the Lake Charles Service Department.

Gulf Staters' Daughter Plans February Wedding

Mr. and Mrs. Rolan Goodson, he's substation operator in Navasota, have announced the February 13 wedding of their daughter, Linda Carol, to Larry Andrews. The wedding is planned for the Memorial Baptist Church in Navasota. Both are graduates of Navasota High School.



NOVEMBER WEDDING. W. J. "Jay" LeBouef, collector for Port Arthur Division Accounting Department, and Ruth Blumfield were wed on November 20. The couple now make their home at 815 South 6th Street, Nederland.



GSUER'S SON SIGNS FOOTBALL SCHOLARSHIP. Dwain Istre, son of Stan Istre, Jennings T&D, signs a grant-in-aid football scholarship to Louisiana Tech as Tech coach E. J. Lewis, left, and Jennings High coach Eddie Harelson witness. Dwain logged an outstanding record during the season to justify his selection as outstanding back in District 4 AA. A 190 pounder, he rushed for 818 yards on 211 carries. He ran 13 TD's and five extra points. With a 3.6 academic average at Jennings High, Dwain plans to major in electrical engineering.

Two Jennings Boys Named District Football Champs

DWAIN ISTRE, son of Stan Istre, Jennings serviceman, and Johnny Adams, son of A. A. "Johnny" Adams, line foreman, Jennings, were named

to District 4AA all-star team selected by the Louisiana Sports Writers Association.

In addition Dwain was chosen the district's most valuable back. Dwain was halfback and Johnny was end on the Jennings High School team.

Dwain has signed to play football at Louisiana Tech where he plans to major in electrical engineering.

Baton Rouge Girl Named Twirling Champ

CHERYL ANN SMITH, daughter of Mr. and Mrs. Jimmie Smith, he's a repairman at Louisiana Station, entered the Louisiana State championship twirling contest held in Baton Rouge, December 11. Cheryl won the following titles in the juvenile division:

Louisiana State Champion—twirling, 1966; Louisiana State Champion — Strutting, 1966; Miss Majorette of Louisiana, 1966. In addition to these titles she holds the title of Juvenile Miss Majorette of Baton Rouge, 1966, and Little Miss Model of the year, 1966.

Cheryl has already won 40 trophies during her two years of competition and is now looking forward to the day she competes for the national championship. Her teacher, Carl Dunn, has produced two Miss Majorette of America winners in the past. Mr. and Mrs. Smith feel that Cheryl's accomplishments are pretty remarkable, since she is only eight years old.



Miss Smith



Mr. and Mrs. William E. Fox, secondary power tester, Beaumont T&D-Meter, a son, **Darrell Wayne**, November 5.

Mr. and Mrs. Lawrence J. Charles, employee in Lake Charles Accounting, a daughter, **Letitia Lola**, August 16.

Mr. and Mrs. Carol J. Guedry, truck-driver, Baton Rouge Line, a daughter, **Marie Louise**, October 22.

Mr. and Mrs. Carl D. Jones, rate analyst, Beaumont, a son, **David Wade**, October 28.

Mr. and Mrs. S. D. Well, Jr., he's a serviceman in Cleveland, on their first grandchild, **Jennifer Elizabeth**. She is the daughter of Mr. and Mrs. J. E. Walters. Mrs. Walters is the Well's oldest daughter.

Mr. and Mrs. John W. Hurst on the birth of their daughter, **Shelia Marie**, December 2. The Hursts now have six children and Shelia Marie is their third daughter. Mr. Hurst is a line-man in Jennings T&D.

Mr. and Mrs. Louis J. Letulle, meter reader, Customer Accounting, Baton Rouge, a daughter, **Tina Louise**, November 30.

Mr. and Mrs. Bobbie F. Wood, helper, Beaumont T&D-Substation, a son, **Ronald Andrew**, December 3.

Mr. and Mrs. Johnnie Hudson, Port Arthur T&D-Line, a daughter, **Catherine Edolia**, November 26.

Mr. and Mrs. J. R. Williams, line-man first class, Beaumont, a daughter, **Jana Lynn**, December 10.

Mr. and Mrs. John F. Allen, Jr., equipment operator, Sabine Station Bridge City, Texas, a son, **John Frederick, III**, December 10.

Mr. and Mrs. James E. Cryer, industrial engineer, Sales, Beaumont, a daughter, **Mary Elizabeth**, December 26. Grandfather is **T. P. Comerford**, assistant secretary, Baton Rouge Division.

Mr. and Mrs. Gilbert L. Anderson, confidential accountant, Beaumont, a daughter, **Jennifer Grace**, December 26. The Andersons have three sons.

Mr. and Mrs. Eugene Andre, second fireman, Louisiana Station, Baton Rouge, twin sons, **Gary Paul** and **Cary Joseph**, December 11.

Mr. and Mrs. Leonard J. Tullier, helper in Port Allen Line, on the birth of their daughter, **Paula Sue**, December 10.



CHAMPION FORM. Young Johnny Fontana has been bowling half of his life. So far his highest game has been 26. Johnny is the grandson of Tony Fontana, supervisor of stores and salvage, Beaumont, and the son of Mr. and Mrs. John Fontana of McKinney, Texas. He was three years old on November 26.



MEET TONI. Toni Diane was seven months old when this picture was made. She is the daughter of Mr. and Mrs. Robert C. Hebert, operator at Roy S. Nelson Station.



THE NEWEST LEWIS. Jody Lynn was nine months old when this picture was made. She is the adopted daughter of David E. Lewis, Lake Charles Substation, and his wife, Barbara.



FULL OF MISCHIEF. This little girl with the mischievous look in her eyes is Cheryl, three-year-old daughter of William C. Tolbert, engineer at Neches Station.

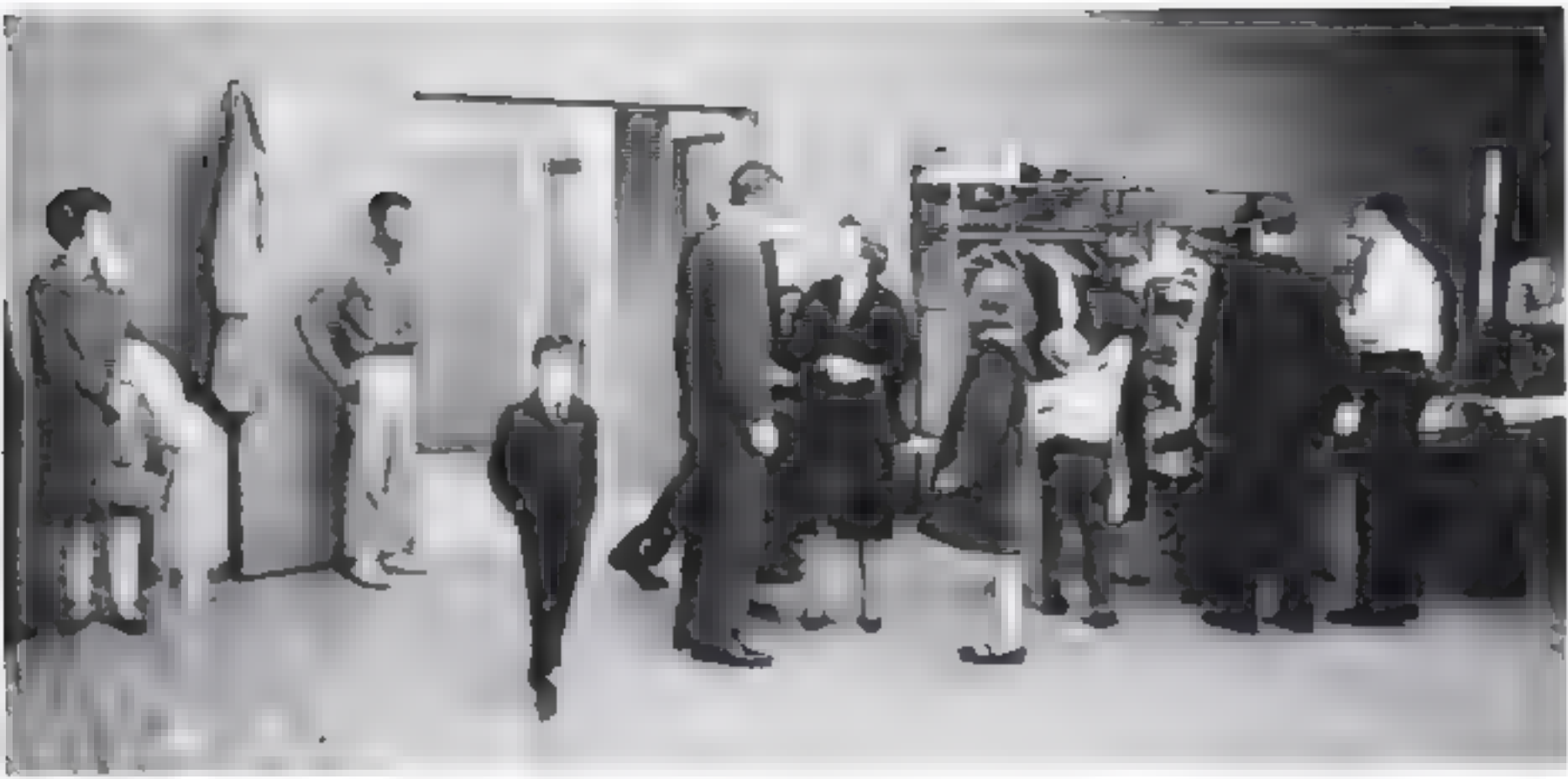


CHILDREN'S CHRISTMAS TREE

Beaumont Division

. . . General Offices, Division
Service Center, Silsbee, Vidor,
Sour Lake employees







Woodville

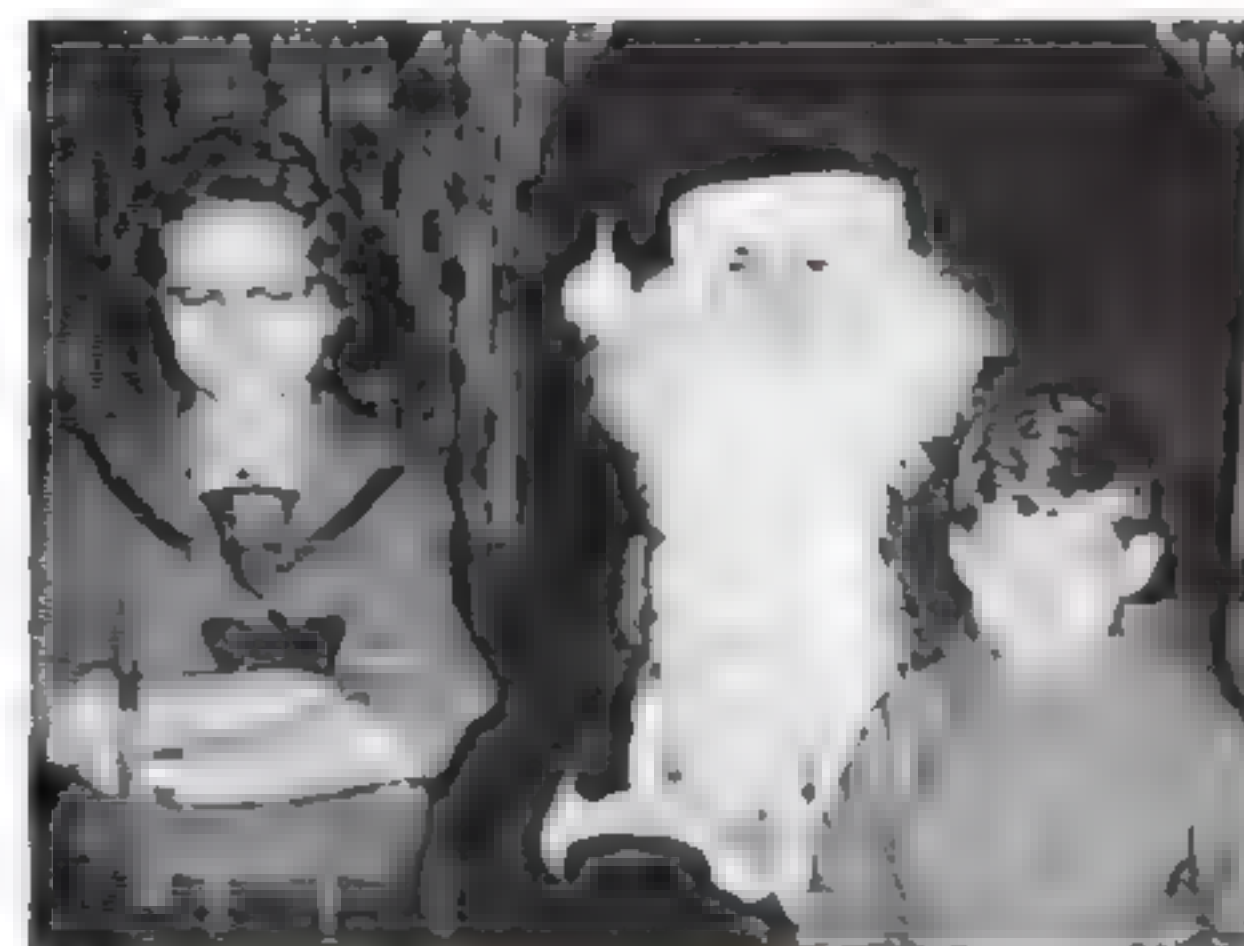


ANAHUAC
LIBERTY
DAYTON



Sabine
Station

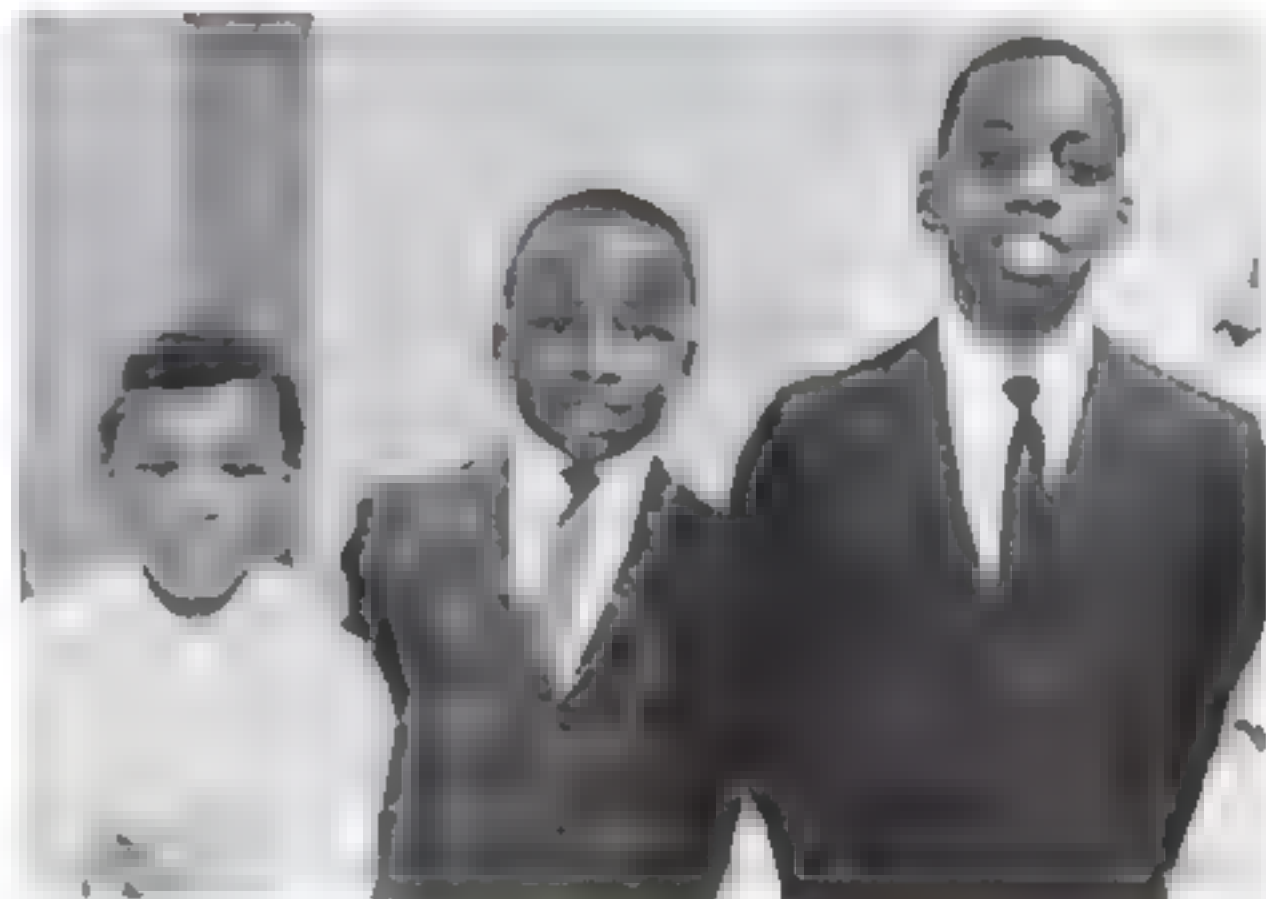


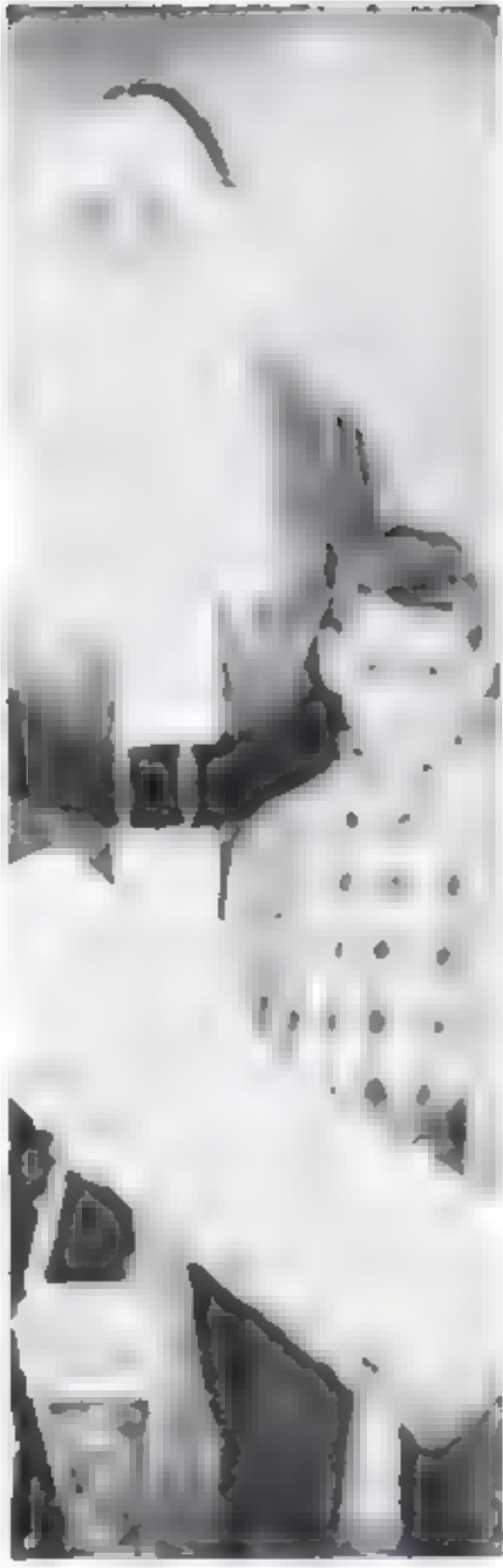


Orange District



Baton
Rouge
Division

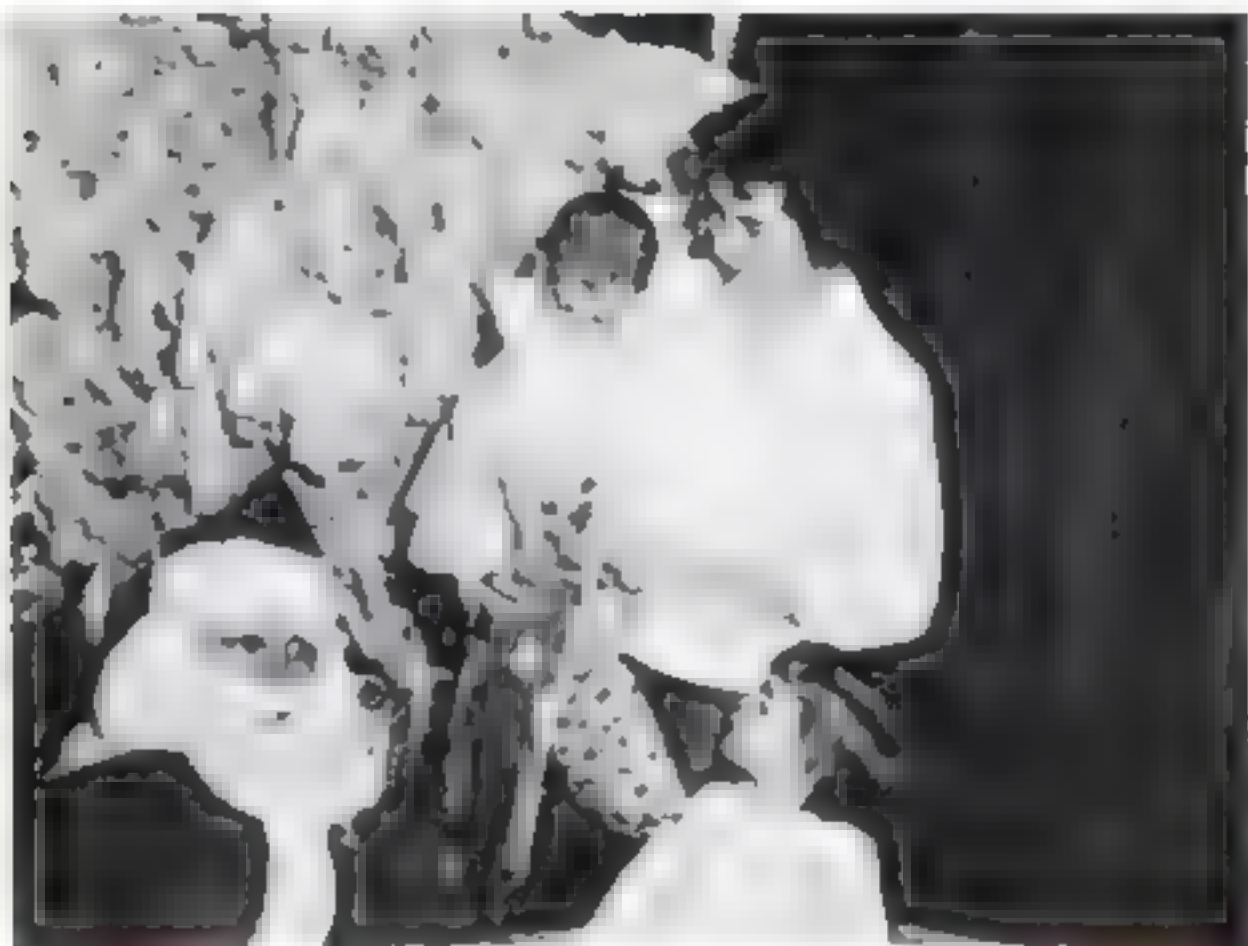




Port Arthur Division





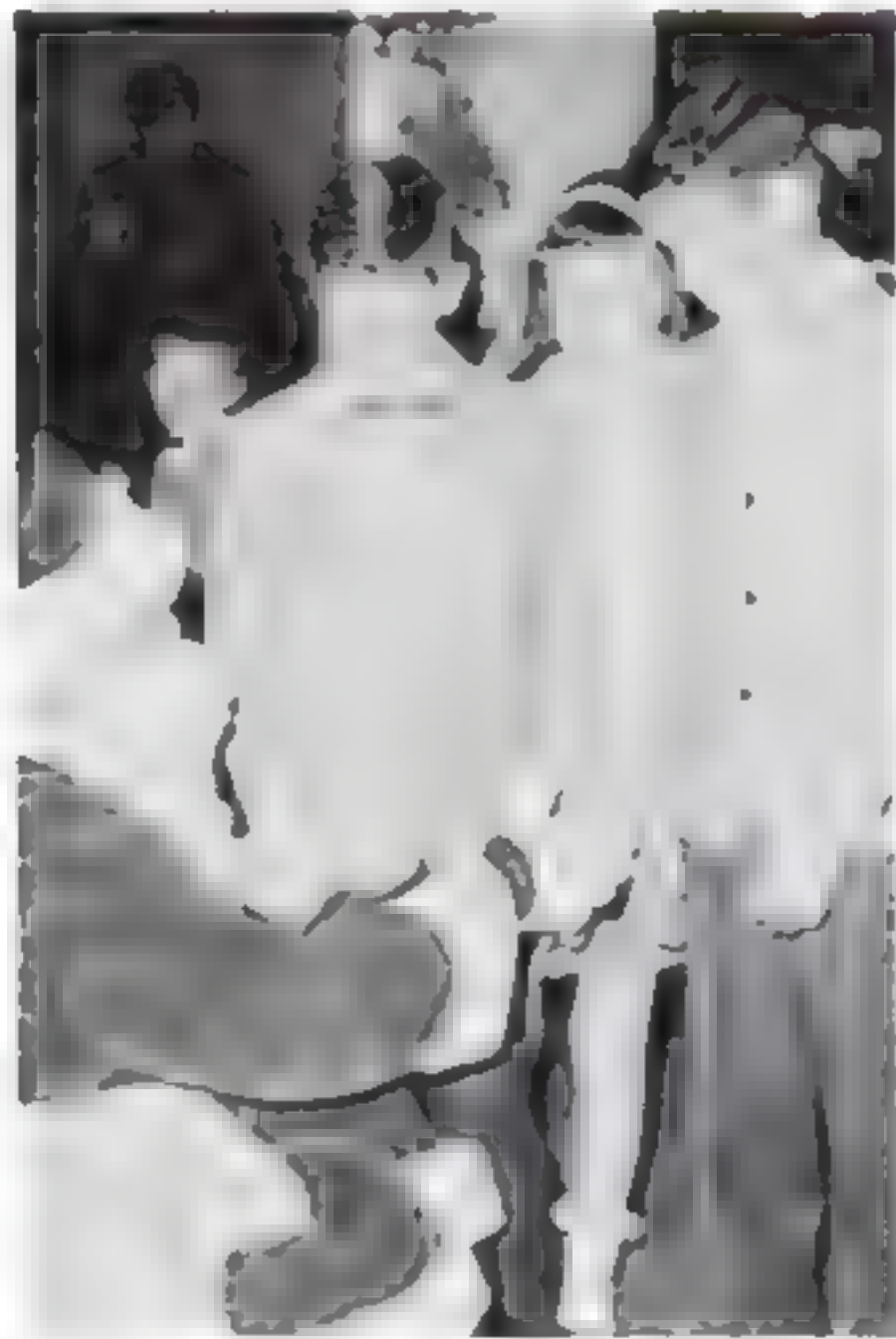




Lake Charles,
Sulphur,
Nelson Station



Lafayette District



Jennings District



Navasota District



Cleveland District



Calvert District



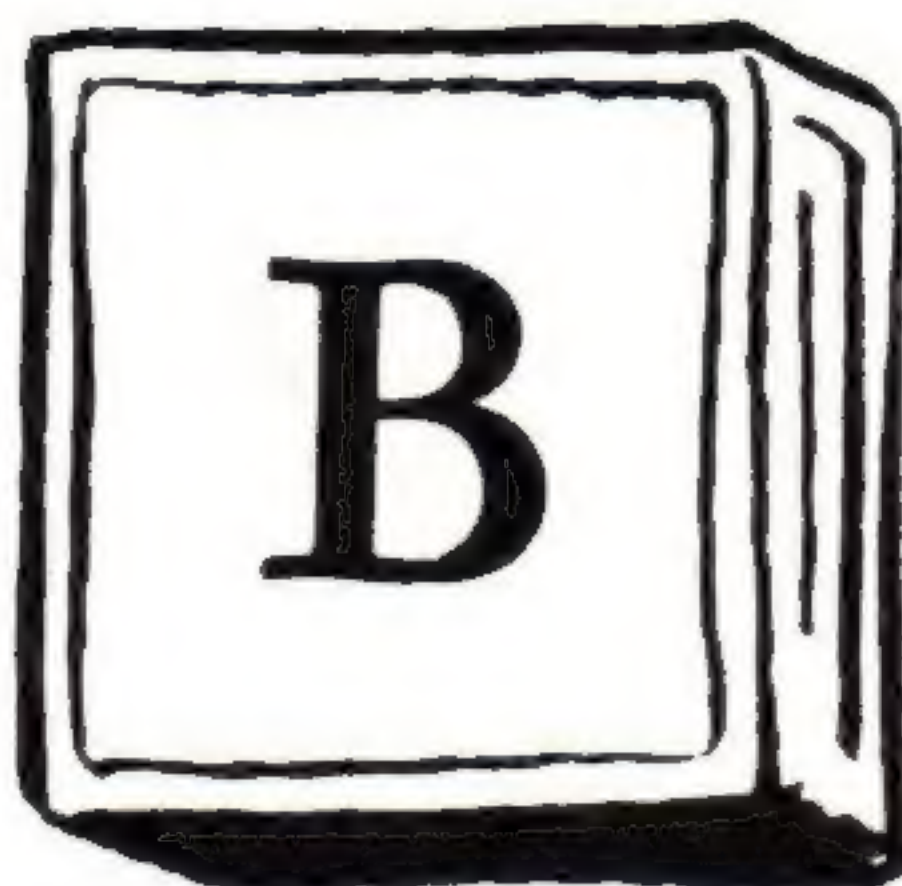
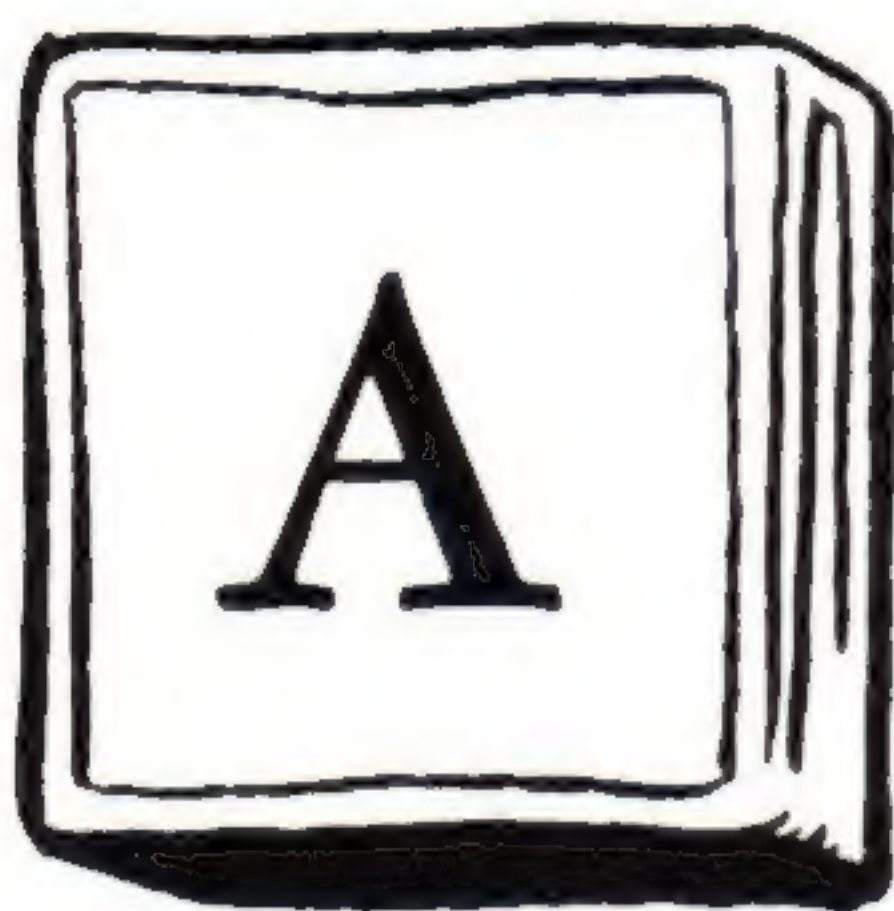
Huntsville District



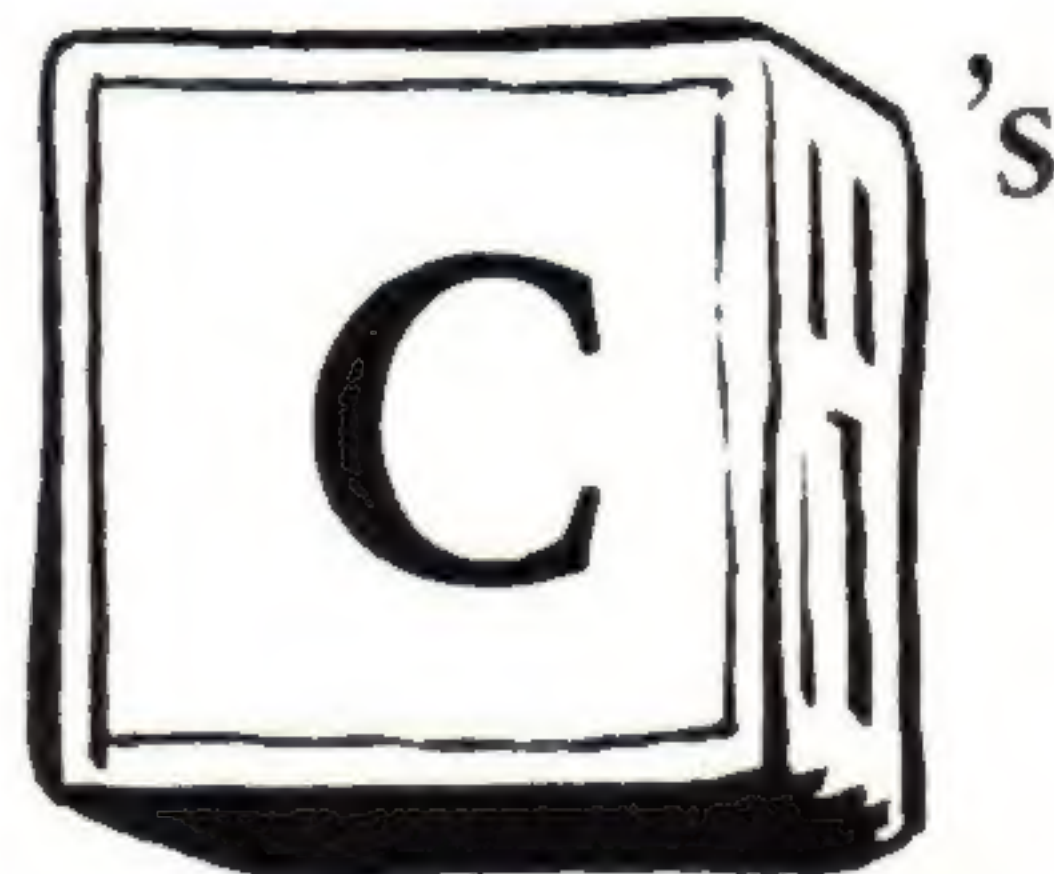
Conroe District



The



of
Safety



's

A—is for Accidents, which can be tatooed. The very first step is the right attitude.

B—is for the Boons safety brings in variety, to workers, their family, home and society.

C—is for injury Costs, seldom full revealed; like icebergs, the far greater part is concealed.

D—is for Data, essential to bare. Just what are the actual problems, and where.

E—is for Education, which has no divorcement from sound Engineering and wholesome Enforcement.

F—is for Follow-up. Surveys are vain without further check whether hazards remain.

G—is for Guarding, and it's a disgrace when guards are not used, or not kept in place.

H—is for Housekeeping, a pretty good guard of whether a firm, safety-wise is of age.

I—is for Injuries, (outcome of flaws). They never just happen, there's always a cause.

J—is for Jargon. However sincere, the message is lost if the meaning's not clear.

K—is for Knowledge. But it isn't enough to know what to do; we must still do our stuff.

L—is for Life and the fruits of our labor. Work safely for your good and that of your neighbor.

M—is for Maintenance, powerful pal, to men, to machinery and to morale.

N—is for Now. Let us faithfully vow, to deal with all hazards, and deal with them now.

O—is for Observance of all safety rules, Obeyed by the wise, disregarded by fools.

P—is for Prevention (far better than cure) that Planning and Programs will help to insure.

Q—is for the Qualified. They understand. Production and safety should go hand in hand.

R—is for Reporting and Records, both needed for trends to be quickly discovered and heeded.

S—is for Supervision and experts agree, in safety the competent foreman is key.

T—is for Training, designed to instill, the desire to work safely, as well as the skill.

U—is for the Unsafe work practices that employers, employees, alike should combat.

V—is for Vision in hazard detection. And also for Vigor in hazard correction.

W—is for Waste (and how it can hurt). That safety and safety alone can avert.

X—is for Xmas with family cheer. For those who work safely the rest of the year.

Y—is for You, for whom safety is planned. It can't be complete unless You lend a hand.

Z—is for Zealous, each one a hero. Who strives to bring injuries closer to Zero.



From "California Safety News"

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